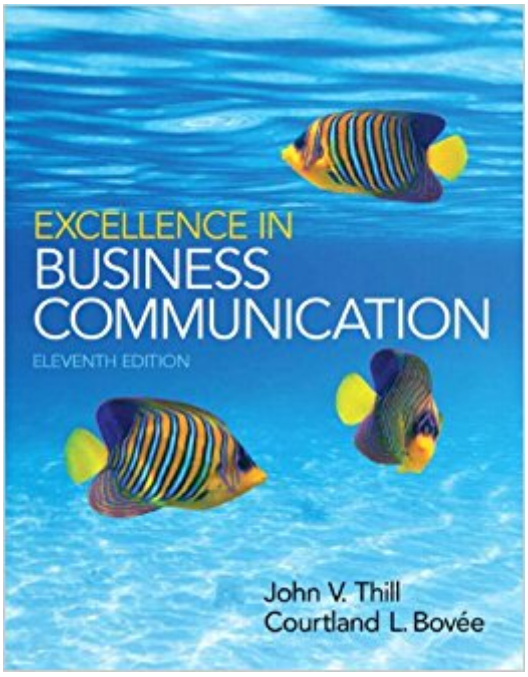
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Excellence In Business Communication (11th Edition)



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Synopsis

For undergraduate business communication courses Ã Â Learn Business Communication Skills by Example Ã Â Students need to have excellent, effective, and practical business communication skills in order to succeed in todayÃ¢â ¬â„¢s business world. Excellence in Business Communication delivers an abundance of the most realistic model documents and tools, helping students learn business communication skills by example. Ã Â Technology, globalization, and other forces have dramatically changed the practice of business communication in recent years. The Eleventh Edition offers in-depth coverage of new and emerging media skills and concepts, as well as chapter-opening vignettes, figures, and communication cases that expose students to professional use of social media and other new technologies. Ã Â MyBCommLab for Excellence in Business Communication is a total learning package. MyBCommLab is the online study tool that helps you transform business communication students into polished professionals, ready to tackle the rigors of todayÃ¢â ¬â„¢s business landscape. It helps students better prepare for class, quizzes, and examsÃ¢â ¬â œresulting in better performance in the courseÃ¢â ¬â œand provides educators a dynamic set of tools for gauging individual and class progress. Ã Â This program will provide a better teaching and learning experienceÃ¢â ¬â •for you and your students. HereÃ¢â ¬â„¢s how: Ã Â Personalize Learning with MyBCommLab: Inspire the exchange of new ideas and foster intriguing discussions with the abundant resources found in MyBCommLab. Help Students Apply Knowledge from the Text to the Real World: Cases give students the opportunity to solve real-world communication challenges.Ã Â Promote Active Learning and Stimulate Critical Thinking: Examples, exercises and activities help students practice vital skills and put knowledge to immediate use.Ã Â Ã Â Offer the Latest Information on TodayÃ¢â ¬â„¢s Hottest Topics and Trends: In-depth coverage of new and emerging media skills and concepts, as well as chapter-opening vignettes, figures, and communication cases that expose students to professional use of social media and other new technologies. Note: You are purchasing a standalone product; MyBCommLab does not come packaged with this content. If you would like to purchase both the physical text and MyBCommLab search for ISBN-10: 0133806871/ISBN-13: 9780133806878. That package includes ISBN-10: 0133544176/ISBN-13: 9780133544176 and ISBN-10: 0133545814/ISBN-13: 9780133545814. MyBCommLab is not a self-paced technology and should only be purchased when required by an instructor.

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Customer Reviews

Courtland L. Bovee is co-author of Random House’s bestselling Business Communication Today. He also wrote Business Writing Workshop (Roxbury) and Contemporary Advertising (Irwin). A lecturer and communications consultant to business and industry, he is also a member of the faculty in the businessdepartment at Grossmont College, El Cajon, California.

How I am supposed to learn how to professionally communicate from people , who are up to their 12th edition, and the book is still full of typos and poorly constructed sentences? The assignment questions and their respective learning objectives are so unclear that you really have to read the whole chapter to find the answer which is either NOT in that LO, or so poorly defined that you are better off using your wits to figure it out. I pad to "call out" my professor on the very first assignment because the book question was soo poorly worded/written that it made no sense. Not to mention, This is College level? Most of this stuff I had already learned in high school. My condolences if your professor assigns you this book for a class. Revised content for

I’m impressed with how often this book used outside resources to furthur the lessons. I think I’ll purchase a copy of this text for myself, solely for the references of how to compose all the types of business letters.Though I’m sure it’s going to become dated in a decade thanks to technology progressing rapidly, it is currently an absolutely invaluable resource, especially for the young buck just entering the professional workforce. I cannot emphasize enough how valuable this resource is - it has comprehensive chapters and guides for everything from resumes, unsolicited job letters,

day-to-day memos, elevator pitches, interviews...I've recommended this book to people not even in the related BCOM class. That's how awesome it is... Saving up to buy it now...

I don't know if it was the class or the text that made me dislike this subject. This subject seems to be in place because people are forgetting how to be professional and writing memos with "instant messenger" style grammar. Maybe this text book will help the new generation become more professional, or maybe it was a complete waste of my money.

Required textbook; nothing earth-shattering to say about it, but it is helpful for this class.

This textbook was disappointing. It contains a lot of basic common sense information. For a book on business writing it didn't seem to be particularly well written. I was not impressed by the text and it didn't really help me in my class. I did fine, but it was because of this book. If you can avoid purchasing it I would. It does not provide enough value.

I am a professor who has been using this book for several years. Lots of detail.

I ordered two copies of this book on a Monday and by Thursday the box containing them was on my doorstep. I skimmed through the pages, and did not see any writing or highlighting despite the "used" condition. The only evidence that the books may have been used before is some very light marks on the cover and a slight bending of the bottom right corner. The price was certainly right as well -- in my school's bookstore, the books were over $160 apiece, and the used copies here were just about $20 each. Great price, great condition, and great shipping time. I definitely would recommend getting the book on .

The book I received was in great condition. Even though I hated this class with a passion, the book was well written and offered great examples and explanations.

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