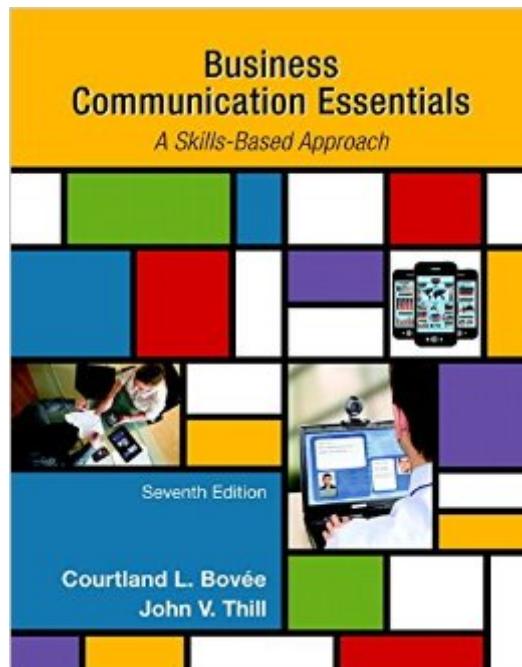


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# Business Communication Essentials (7th Edition)



## Synopsis

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Building Modern Communication Skills to Launch Your Career Business Communication Essentials equips students with fundamental skills for a career in the modern, mobile workplace. With comprehensive coverage of writing, listening, and presentation strategies in a contemporary context, this text balances basic business English, communication approaches, and the latest technology in one accessible volume. Over the last two decades, business communication has been in constant flux, with email, web content, social media, and now mobile changing the rules of the game. In the Seventh Edition, Bovee and Thill provide abundant exercises, tools, and online resources to prepare students for the new reality of mobile communications and other emerging trends, ensuring a bright start in the business world. Also available with MyBCommLab® MyBCommLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. 0134088255/ 9780134088259 Business Communication Essentials Plus MyBCommLab with Pearson eText -- Access Card Package, 7/e Package consists of 0133896781/ 9780133896787 Business Communication Essentials, 7/e 0133931137 /9780133931136 /MyBCommLab with Pearson eText -- Access Card -- for Business Communication Essentials, 7/e

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## Customer Reviews

This book was for use in my business communications course. It seems to be very informative, unbiased, and simple to understand and follow. If you've ever looked at improving your business communications skills or improving your leadership capabilities, this book will definitely set you on the right track.

This is a useful text, with good information that is well presented; however, the kindle version is restricted from being used in the kindle cloud reader. For a student who uses multiple computer lab stations, this is almost a deal breaker. Most lab stations do not allow installation of any third part software, which is the only way to use the book on a computer. It is available on most tablets that can download the kindle app, but these are not always ideal for reading some of the small text. The kindle version will be worthy of a 5 star rating when it becomes available on the kindle cloud reader app.

This textbook is for a class I am taking this semester, and after comparing costs on other sites found this to be the best deal. Informative material, and I plan on keeping this book instead of selling. Fast shipping, great condition. Very pleased overall with this purchase.

I had to use this book for my Business Communications class, and I loved the visuals, explanations, tips, and content of the book! It is an easy and very great read for people learning about the workforce and starting to look for employment in their early-career stage. Highly recommend!

ISBN 10 129209326913 9781292093260I ordered ISBN 9780133896787. The information within the text is not the issue but the homework questions from the book are. Different number of pages. Visibly different cover. Useful yes, but there are a number of differences.

This textbook is fine, but definitely dumbs everything down. Perhaps it's meant to be used in a freshman/introductory course, but it's pretty drole. It does the job and at least talks about modern forms of communication, but it's kind of written for idiots.

the book was a little rough up but overall it was ok it served its purpose, normally I would sell my school books after I used them but I will keep this book because it has some very helpful information in it plus I can pass it on to my son to help him out in school as well.

the kindle version is messed up. The left navigation bar is missing all chapter display. And the pages are totally messed up too. No pages are matched with the print version. the kindle version actually showed 16728 pages.

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