

Business Communication Today Courtland Bovace

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For undergraduate courses in business communication. Develops Professional
Communication Skills Following in the wake of the digital revolution and the advent of social
media, business communication has been hit by yet another revolutionary change: the rise of
mobile communication. In this Twelfth Edition of Boveé and Thill's Excellence in Business
Communication , the most significant and recent technology-related changes affecting the
business world are thoroughly discussed. Not to be forgotten, the text continues to emphasize
fundamental skills and principles, including the importance of writing, listening, presenting, and
other components of business communication. Featuring practical advice, time-tested
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text for honing and developing essential communication skills. Also Available with
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This best-selling book captures the dynamics of business communication as no other on the market does. It presents the subject in a fascinating way, powerfully stimulating and motivating readers; this book gives the foundation for excellent, effective, and practical business communication. By offering “On the Job” simulations that feature actual companies, readers apply business communication concepts to real situations and sharpen their problem-solving skills. Incorporating a three-step approach to writing (planning, writing, and completing business messages), Excellence in Business Communication covers letters, memos, e-mail and other brief messages, reports and oral presentations, and employment messages (including resumes and application letters). With its helpful appendices and a “Handbook of Grammar, Mechanics, and Usage,” this a must-have desk reference for anyone responsible for writing business letters, e-mail, memos, and reports.

Learn to Write Business Messages Quickly and Easily with the Three-Step Process
You will learn to write business messages quickly, easily, and effectively with the exclusive Bovee/Thill/Schatzman three-step process: planning, writing, and completing business messages. When you use a process, you move toward a particular result, and this text's three-step process helps you get better results than you would get with any other business communication textbook. Students and instructors alike will appreciate how this practical, three-step strategy provides a solid foundation for solving communication problems and creating well-crafted business messages. The three-step

process is fully integrated throughout the book. It is introduced and explained in detail in chapters 4-6, just before the specific types of business messages are discussed. Then the three-step process is applied to short messages (letters, memos, and e-mail) in chapters 7-9, to reports and proposals in chapters 12-14, to speeches and oral presentations in chapters 15-16, and to employment messages in chapters 17-18.

***Planning** ***Analyze** Study your purpose, lay out your writing schedule, and then profile your audience. ***Analyze** Study your purpose, lay out your writing schedule, and then profile your audience. ***Writing** ***Organize** Define your main ideas, limit the scope, group your points, and choose the direct or indirect approach.

***Compose** Control your style through level of formality and conversational tone. Choose your words carefully so that you can create effective sentences and paragraphs.

***Completing** ***Revise** Evaluate content and review readability, editing, and rewriting for clarity and conciseness. ***Produce** Use effective design elements and suitable delivery methods. ***Proofread** Review for errors in layout, spelling, and mechanics. This text provides dozens of superb examples of the finished product, including documents from such well-known companies as Krispy Kreme Doughnuts, Ace Hardware, Target, Office Depot, Petsmart, and Carnival Cruise Lines, to name just a few. Many documents are accompanied by a graphic describing how the three-step process is applied, and all include annotations in the margins that discuss precisely how to apply the principles presented in the text. reasons that Business Communication Today is the most

successful business communication textbook published in the past 50 years. This text's user-friendly format, manageable length, and up-to-date real world examples enable students to experience business firsthand. 'Business in Action' takes students on an engaging exploration of the fundamentals, strategies, and dynamics that make the business world work.

An introduction to business text can be complete without being complex and overwhelming—and this text proves it! Business in Action is uniquely positioned to help today's readers become tomorrow's focused, highly productive business professionals. It is the only introduction to business text that emphasizes efficient, focused, objectives-driven learning in every aspect. The fifth edition takes students on an engaging exploration of the fundamentals, strategies, and dynamics that make the business world work by integrating print and online media in unprecedented ways, keeping the course relevant and current.

KEY BENEFIT: With its real-life examples and cases, and its lively, conversational writing style, Bovee/Thill/Mescon brings concepts to life and prepares students for obtaining and pursuing satisfying business careers. **KEY TOPICS:** Bovee/Thill/Mescon weaves a four-part pedagogical tool through out each chapter. It starts with Orient, which outlines what is going to be covered in the chapter and then connects these topics with a “role-model” business

professional. Next is Explore, which looks at the skills that their “role-model” used in order to be successful. Third is Confirm, which revisits what they have learned in the chapter. And, finally, Apply allows students to use the skills they have learned in the chapter. MARKET: For introductory level business students.

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