

# Herta A Murphy Book 7th Edition Business Communication

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Discusses the proper formats and styles for writing clear and effective resumes, proposals, reports, business letters, and memos

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By combining research sources with an annotated bibliography this reference title locates the sources that offer practical solutions to business and technical communication problems.

A biographical record of contemporary achievement together with a key to the location of the original biographical notes.

The Murphy book gives strong emphasis to completeness, conciseness, consideration, concreteness, clearness, courteousness, and correctness in business communication. These "seven Cs" guide student-readers to choose the content and style that best fits the purpose and recipient of any given message. Pedagogically rich, most chapters in this paperback text include checklists, mini-cases and problems, "Communication Probe" boxes which summarize related research, and sidenotes that isolate significant points that should not be missed. Two new chapters are devoted to ethics and technology respectively.

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