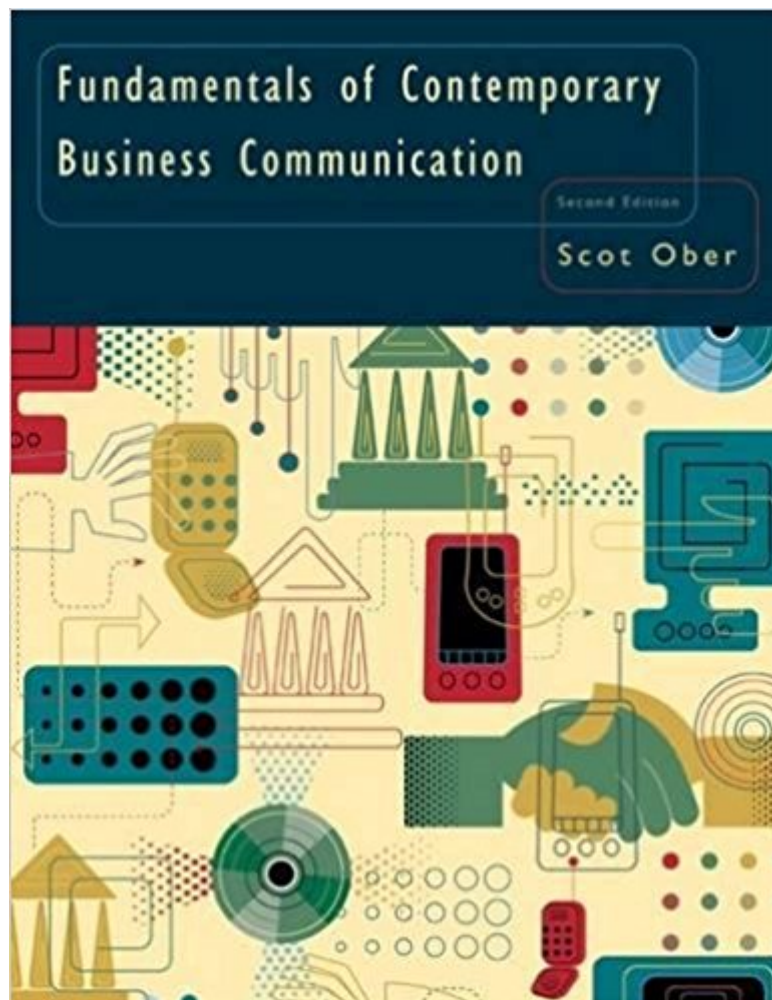




Ebook Directory
the best source of ebook

The book was found

Fundamentals Of Contemporary Business Communication (2nd Edition)



Synopsis

Fundamentals of Contemporary Business Communication distills the basic concepts of successful business communication, placing significant emphasis on grammar and mechanics. The author's hands-on approach--including the unique 3Ps (problem, process, product) model--connects topics, examples, and exercises to the modern workplace. Fundamentals combines the traditional textbook format with a workbook, allowing students to immediately test, apply, and reinforce the basics of business communication. The Second Edition continues the author's integrated approach to grammar and mechanics. Language Arts topics appear in every third chapter to introduce or review the basic rules of usage. Part VI of the text includes five modules: Sentence Structure; Business-Style Punctuation; Verbs and Subject-Verb Agreement; Using Pronouns, Adjectives, and Adverbs; and Mechanics in Business Writing. These modules are close to chapter length and are more thorough than the brief reference manuals that appear in other texts.

Book Information

Paperback: 464 pages

Publisher: Cengage Learning; 2nd edition (February 15, 2006)

Language: English

ISBN-10: 0618645179

ISBN-13: 978-0618645176

Product Dimensions: 10.8 x 8.6 x 0.6 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 7 customer reviews

Best Sellers Rank: #55,184 in Books (See Top 100 in Books) #111 in [Books > Textbooks > Business & Finance > Business Communication](#) #414 in [Books > Business & Money > Skills > Communications](#)

Customer Reviews

I. Foundations of Business Communication 1. Understanding Business Communication 2. Contemporary Issues in Business Communication 3. Interpersonal Communication Skills II. Developing Your Business Writing Skills 4. The Writing Process 5. Revising Your Writing III. Correspondence 6. Routine Letters, Memos, and E-Mail Messages 7. Persuasive Letters, Memos, and E-Mail Messages 8. Bad-News Letters, Memos, and E-Mail Messages IV. Written and Oral Business Reports 9. Planning the Business Report and Managing Data 10. Writing the Business Report 11. Making Oral Presentations V. Employment Communication 12. The Job Search,

Resumes, and Job-Application Letters 13. Employment Interviewing and Follow-Up VI. Developing Your Business English Skills A. Business Sentence Structure B. Business-Style Punctuation C. Verbs and Subject-Verb Agreement D. Using Pronouns, Adjectives, and Adverbs E. Mechanics in Business Writing

Scot Ober (Ph.D, Ohio State) is a full-time consultant in business communication and document processing. Prior to his consulting career, Dr. Ober was Professor of Business at Ball State University. In addition to having taught Business Communication for over twenty years, he served as Editor of the Business Communication Quarterly for 1995 and 1996 and conducted an MBA-level Distance Learning Program through Ball State University.

The book was in great condition.

Thank you!!!1

Great Price for a textbook with a lot of good information

Excellent book for learning about electrical work.

Very Good

A textbook is a textbook is a textbook, right? There is actually some good information in there and there are some good real-time examples, but it's pretty old-hat stuff. It was required text for a class so what can I say?

This textbook is a really good resource for writing business documents etc that aren't normally explained in business textbooks. It was very helpful. If you aren't picky, the instructors annotated edition has a little more info (slightly different page numbers though) at a very much cheaper cost so consider getting that.

[Download to continue reading...](#)

ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Fundamentals of Contemporary Business Communication (2nd Edition) Communication and Communication Disorders: A Clinical Introduction

(4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Guide to Business Etiquette (2nd Edition) (Guide to Series in Business Communication) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) Plastic Injection Molding: Product Design & Material Selection Fundamentals (Vol II: Fundamentals of Injection Molding) (Fundamentals of injection molding series) Plastic Injection Molding: Mold Design and Construction Fundamentals (Fundamentals of Injection Molding) (2673) (Fundamentals of injection molding series) Business & Professional Communication: Principles and Skills for Leadership (2nd Edition) Business Communication: Polishing Your Professional Presence (2nd Edition) Metaphysics: Contemporary Readings: 2nd Edition (Routledge Contemporary Readings in Philosophy) Business Communication (Harvard Business Essentials) Business Communication: Developing Leaders for a Networked World (Irwin Business Communications) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (5th Edition) (Pearson Communication Sciences and Disorders) Augmentative and Alternative Communication: Supporting Children and Adults with Complex Communication Needs, Fourth Edition Human Communication Disorders: An Introduction (8th Edition) (Allyn & Bacon Communication Sciences and Disorders) Evaluating Research in Communication Disorders (7th Edition) (Pearson Communication Sciences and Disorders) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Nonviolent Communication: A Language of Life, 3rd Edition: Life-Changing Tools for Healthy Relationships (Nonviolent Communication Guides)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)