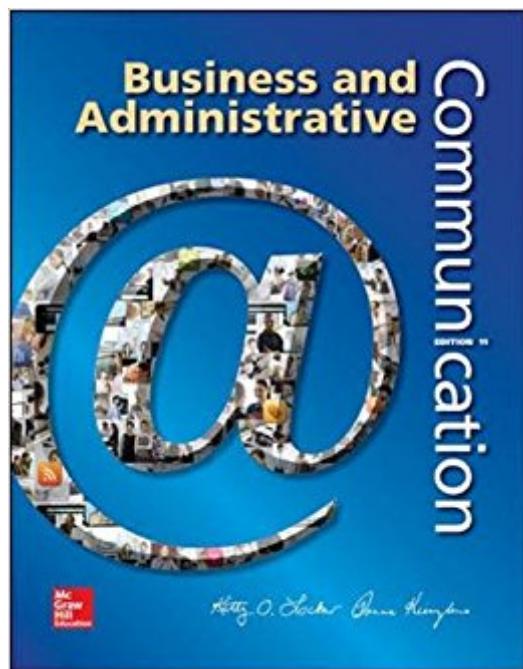


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Business And Administrative Communication



Synopsis

Business and Administrative Communication (BAC) is flexible, comprehensive & up-to-date, specific & interesting. BAC uses a rhetorical emphasis of audience, purpose, and context allowing communicators to shape their messages appropriately for all channels and purposes. BAC conveys the best possible advice to students while Connect Business Communication allows students to apply concepts and practice skills. In short - Connect + BAC = An effective communicator

Book Information

Hardcover: 768 pages

Publisher: McGraw-Hill Education; 11 edition (January 29, 2014)

Language: English

ISBN-10: 0073403253

ISBN-13: 978-0073403250

Product Dimensions: 8.5 x 1.3 x 11.1 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 42 customer reviews

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Customer Reviews

Kitty O. Locker was an Associate Professor of English at The Ohio State University, where she taught courses in workplace discourse and research methods. She received her B.A. from DePauw University and her M.A. and Ph.D. from the University of Illinois at Urbana. She also wrote *Business and Administrative Communication* (6th ed., Irwin/McGraw-Hill, 2003), *The Irwin Business Communication Handbook: Writing and Speaking in Business Classes* (1993), and co-edited *Conducting Research in Business Communication* (1988). Her consulting clients included URS Greiner, Abbott Laboratories, the Ohio Civil Service Employees Association, AT&T, and the American Medical Association. In 1994–95, she served as President of the Association for Business Communication (ABC). From 1997 to 2000, she edited ABC's *Journal of Business Communication*. She received ABC's Outstanding Researcher Award in 1992 and ABC's Meada Gibbs Outstanding Teacher Award in 1998.

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still the exact information. It got the job done!

Product arrived as described and in the represented condition.

Good information

none

Straightforward, easy read. Just remember to use common sense in real life, you can't learn good communication from a book-- though you can learn some great rules that will keep you from royally screwing yourself in a business setting.

Good.

The best course I have taken. Book is easy to understand and follow!

This is a very interesting book with real life examples and writings. Truly easy to read and comprehend and has been very useful and practical for my class. The only low rating i would give it the seam tearing within the first two days of obtaining it. Other than that, the books contents are outstanding.

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