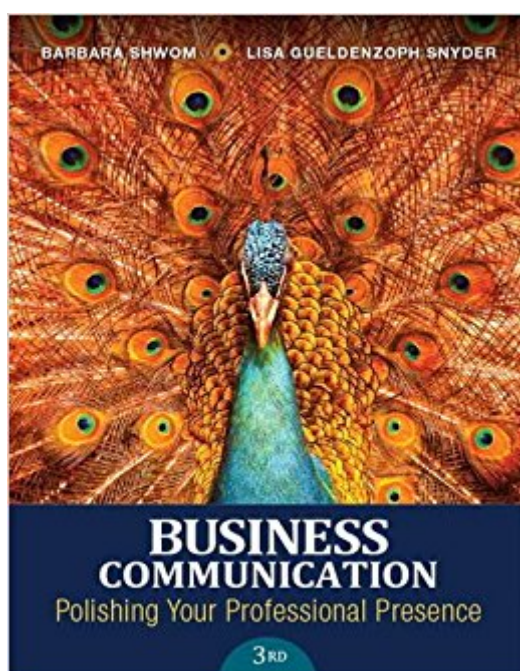


The book was found

Business Communication: Polishing Your Professional Presence Plus MyBCommLab With Pearson EText -- Access Card Package (3rd Edition)



Synopsis

NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, and registrations are not transferable. To register for and use Pearson's MyLab & Mastering products, you may also need a Course ID, which your instructor will provide. **Used books, rentals, and purchases made outside of Pearson** If purchasing or renting from companies other than Pearson, the access codes for Pearson's MyLab & Mastering products may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. **For courses in Business Communication** This package includes MyBCommLab® **Communication in Business Practices** **Business Communication: Polishing Your Professional Presence** helps readers achieve the highest level of professionalism when conducting business. With a clear communication model that helps readers professionally analyze and react to any sort of business situation, this text stresses the importance of etiquette in successful entrepreneurial practices. **The Third Edition** relates business communication to modern technologies and social media outlets, bringing the text into the context of our digital world. With a focus on learning and exercising crucial skills such as writing, speaking, critical thinking, and collaborating with peers, **Business Communication** prepares readers for social and communicative challenges they will face as businesspeople. **0134088905 / 9780134088907** **Business Communication: Polishing Your Professional Presence Plus MyBCommLab with Pearson eText -- Access Card Package, 3/e** Package consists of: **0133863301 / 9780133863307 Business Communication: Polishing Your Professional Presence, 3/E** **0133866262 / 9780133866261 MyBCommLab with Pearson eText -- Access Card**

Book Information

Paperback: 672 pages

Publisher: Pearson; 3 edition (June 22, 2015)

Language: English

ISBN-10: 0134088905

ISBN-13: 978-0134088907

Product Dimensions: 8.5 x 0.9 x 10.7 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 29 customer reviews

Best Sellers Rank: #105,230 in Books (See Top 100 in Books) #180 in **Books > Textbooks >**

Customer Reviews

Barbara Shwom, Ph.D., is Professor of Instruction in Writing at Northwestern University, where she teaches in the Weinberg College of Arts and Sciences, Kellogg School of Management, and McCormick School of Engineering and Applied Science. For more than 30 years, she has designed and taught communication courses that have influenced this textbook, including *Writing in Organizations*, *Communicating Complex Data*, *Engineering Design and Communication*, and *How to Become an Expert in Roughly 10 Weeks*. Professor Shwom's teaching at Northwestern has been recognized by both an outstanding teacher award and an appointment as a fellow of Northwestern's Searle Center for Teaching Excellence. Professor Shwom has gained industry experience as the managing principal of Communication Partners, a consulting practice that works with clients from a range of industries, including biotechnology, high tech research and development, pharmaceuticals, management consulting, market research, financial services, engineering, and consumer products. Professor Shwom's research interests include evolving genres of business communication, visual communication of data, and methods of persuasion. In addition to many articles, she is also the co-author of a textbook on graphics and visual communication for managers. She currently sits on the Board of Directors of the Association for Business Communication and the editorial review board of *Business and Professional Communication Quarterly* and has served as president for both the Association for Business Communication and the Association of Professional Communication Consultants.

Â Lisa Gueldenzoph Snyder, Ph.D., is a Professor and Chairperson of the Department of Business Education and Interim Associate Dean in the School of Business and Economics at North Carolina Agricultural and Technical State University in Greensboro. She earned a doctorate in Higher Education Administration from Bowling Green State University in Ohio, where she also received a master's degree in Business Education. Her Bachelor of Science in Business Education is from Northern Michigan University. Dr. Snyder is widely published in journals such as the *Business Communication Quarterly*, *Journal of Business Communication*, *Business Education Digest*, and *NABTE Review*. She has made over 150 presentations at local, regional, and national professional development events, workshops, and conferences. Dr. Snyder received the Meada Gibbs Outstanding Teacher Award from the Association for Business Communication, and the Distinguished Alumni Award from the Business Education program at Bowling Green State

University. She also has received the Innovative Instructional Practices Award from Delta Pi Epsilon, the Distinguished Service Award from the Ohio Business Teachers Association, and the Collegiate Teacher of the Year Award from both the North Carolina Business Education Association and the Southern Business Education Association. Dr. Snyder is also a Regional Vice President of the Association for Business Communication, National President of the Association for Research in Business Education, Research Coordinator for the National Association for Business Teacher Education, and the Past-Chair of the Policies Commission for Business and Economic Education. Â

Business Communication: Polishing Your Professional Presence Plus MyBCommLab with Pearson eText -- Access Card Package (3rd Edition) I purchased this book for a friend that needed it for school at a substantially lower price than the campus bookstore. It was exactly what the professor required for the class, arrived in a shrink wrap (brand new) and was shipped very quickly - I love Prime! The description was accurate and my friend is thankful it was available at a better price with fast shipping. His worry of receiving the incorrect book was unfounded. He had considered renting this book for his business communication class but decided that it might serve him well to have it as a reference tool for the future. Oddly enough I still use my business communication book from time to time so it seemed like a reasonable idea. Otherwise, renting would have been an awesome and even more affordable option. This is one of those items that I wouldn't need to buy again, but this experience proved that there are many more AFFORDABLE options available other than the campus bookstore.

This book has your basics: writing persuasive correspondence, writing proposals, writing cover letters, and it even has grammar exercises. My favorite feature of the book is the many examples that it provides. It seems I'm always referring to the following samples: memo, letter, email, and the chart that describes the best medium to use.

Got this as a rental for a class. It was in better shape than I thought an Rental would be. Anyone over 30 is going to know (or should at least) most of what's in this. It's 75% common sense and 24% proper formatting. It's that last 25% though that make it worth having. Plus the terms in it might not be what folks are used to, so don't try to get by in the class without a copy. The Resume information will probably be obsolete in a year. Resume Formatting trends change constantly. Rent it, don't buy it.... Unless you have trouble remembering the different formats and will need them to do a lot of business writing.

Purchased for class, it got the job done.

Good book I just wished the app could bookmark pages that I could look up and flip to at anytime.

This book was easily to follow along with and gave tons of examples on how to write effective memos emails etc. it definitely helped in my management class

OK

Useful and relevant content.

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

Business Communication: Polishing Your Professional Presence Plus MyBCommLab with Pearson eText -- Access Card Package (3rd Edition) Introduction to Econometrics, Update Plus NEW MyEconLab with Pearson eText -- Access Card Package (3rd Edition) (Pearson Series in Economics) Microeconomics Plus MyEconLab with Pearson eText -- Access Card Package (12th Edition) (The Pearson Series in Economics) Pearson's Federal Taxation 2018 Comprehensive Plus MyAccountingLab with Pearson eText -- Access Card Package (31st Edition) Technical Communication Plus MyWritingLab with Pearson eText -- Access Card Package (14th Edition) Business Communication: Polishing Your Professional Presence (3rd Edition) Principles of Macroeconomics Plus MyEconLab with Pearson eText (1-semester access) -- Access Card Package (12th Edition) Business Statistics Student Value Edition Plus NEW MyStatLab with Pearson eText -- Access Card Package (2nd Edition) Short Course in Photography: Digital, A, Plus NEW MyArtsLab with Pearson eText -- Access Card Package (3rd Edition) General, Organic, and Biological Chemistry Plus MasteringChemistry with Pearson eText -- Access Card Package (3rd Edition) Medical Terminology Complete with MyMedicalTerminologyLab plus Pearson eText - Access Card Package (3rd Edition) Percorsi: L'Italia attraverso la lingua e la cultura Plus MyItalianLab with Pearson eText (multi-semester) -- Access Card Package (3rd Edition) Finite Mathematics for Business, Economics, Life Sciences and Social Sciences Plus NEW MyMathLab with Pearson eText -- Access Card Package (13th Edition) Finite Mathematics for Business, Economics, Life Sciences and Social Sciences, Books a la Carte Plus MyMathLab with Pearson eText -- Access Card Package (13th Edition) Business Communication: Polishing Your Professional Presence (2nd Edition) Managerial Accounting, Student Value Edition Plus NEW MyAccountingLab

with Pearson eText -- Access Card Package (4th Edition) The Economics of Money, Banking and Financial Markets, Student Value Edition Plus MyEconLab with Pearson eText -- Access Card Package (11th Edition) Engineering Mechanics: Statics Plus MasteringEngineering with Pearson eText -- Access Card Package (14th Edition) (Hibbeler, The Engineering Mechanics: Statics & Dynamics Series, 14th Edition) Engineering Mechanics: Statics, Student Value Edition Plus MasteringEngineering with Pearson eText -- Access Card Package (14th Edition) Elementary and Intermediate Algebra: Concepts & Applications, Books a la Carte edition plus MyMathLab with Pearson eText -- Access Card Package (6th Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)