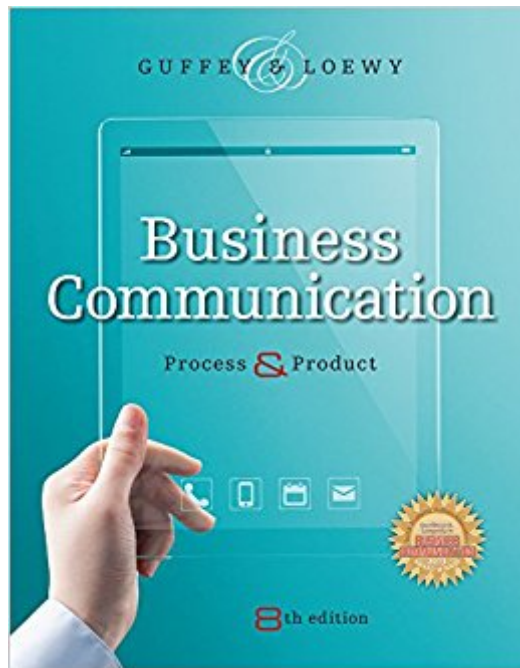




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Business Communication: Process & Product (Book Only)



Synopsis

A trusted market leader, BUSINESS COMMUNICATION: PROCESS AND PRODUCT presents the market's most innovative coverage of workplace communication skills with an expanded emphasis on digital writing. Compelling, new infographics and a vibrant new design appeal to today's visual learners. Most importantly, the hallmark features that made Guffey the market leader – abundant model documents, the 3x3 writing process, case studies, and an efficient 16-chapter format – continue to enhance student learning and comprehension. Vast instructor resources, including new video-enhanced PowerPoint slides, help new and veteran instructors plan and manage their courses.

Book Information

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Customer Reviews

A dedicated professional, Mary Ellen Guffey has taught business communication and business English topics for more than 35 years. She received a bachelor's degree, summa cum laude, from Bowling Green State University; a master's degree from the University of Illinois; and a doctorate in business and economic education from the University of California, Los Angeles (UCLA). She has taught at the University of Illinois, Santa Monica College, and Los Angeles Pierce College. Now recognized as the world's leading business communication textbook author, Dr. Guffey is the founding author of three award-winning textbooks: BUSINESS COMMUNICATION: PROCESS AND PRODUCT, ESSENTIALS OF BUSINESS COMMUNICATION, and BUSINESS ENGLISH. Each updated book continues to lead its market and, together, these books have helped hundreds of thousands of students around the world develop language skills. Dr. Guffey serves on the review

boards of the Business and Professional Communication Quarterly and the Journal of Business Communication, publications of the Association for Business Communication. She also participates in national meetings, sponsors business communication awards, and is committed to promoting excellence in business communication pedagogy and the development of student writing skills. Dana Loewy has been teaching business communication at California State University, Fullerton since 1996. She enjoys introducing undergraduates to business writing and honing the skills of graduate students in managerial communication. Most recently, she has also taught various German courses and is a regular guest lecturer at Fachhochschule N  rtingen, Germany. In addition to completing numerous brand-name consulting assignments, she is a certified business etiquette consultant. Dr. Loewy has collaborated with Dr. Guffey on recent editions of BUSINESS COMMUNICATION: PROCESS AND PRODUCT as well as on ESSENTIALS OF BUSINESS COMMUNICATION. Dr. Loewy holds a master's degree from Bonn University, Germany, and earned a PhD in English from the University of Southern California. Fluent in several languages, among them German and Czech, her two native languages, Dr. Loewy has authored critical articles in many areas of interest -- literary criticism, translation, business communication, and business ethics. Before teaming up with Dr. Guffey, Dr. Loewy published various poetry and prose translations, most notably THE EARLY POETRY OF JAROSLAV SEIFERT and ON THE WAVES OF TSF. Active in the Association for Business Communication, Dr. Loewy focuses on creating effective teaching/learning materials for undergraduate and graduate business communication students.

Required book for my college class. If you go to Baker College in Michigan you can actually get through the class without this book. I have used it once for an in class assignment and a few other times as reference for formatting. For the formatting I could have just looked it up online or used another book I already owned. The contents of the book are okay, if you are wanting something up to date to use as a reference when writing an work related material (professional emails, memos, etc.) this is a good book to have. But it is horribly over priced.

The book was correct but the access code did not work for my class at FAU-Boca. I am so frustrated that now my only option is to pay another \$96 for the correct access code. I read through other reviews and have now found out that this has happened to two other people. Very disappointed. Not sure I will purchase textbooks through again.

I am not sure how else to get my issue handled, I BOUGHT this book, not rented it. I was just

charged a fee to have the rental extended. Will someone help me with this issue!!!

Got me through the class

really good book, super helpful.

The book is damaged. The spine of the book is torn, glued and taped together. Not what I expected. It also did not come with an access code.

The book arrived on time so that made me smile. The textbook itself is very engaging and it explains things in detail. There are a lot of exercises to practice writing schools. The only thing I didn't like so much was the sense of repetition that I felt in just one chapter so far. Overall, I'm quite happy with it.

I really love this product! I've used it for about a week now, once a day and I'm super pleased with the results! Doesn't leave a gritty feeling and isn't extremely abrasive at all so your gums don't feel tender after.

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