



Business Communication Essentials with MyBCommLab, Global Edition (Mixed media product)

By Courtland L. Bovee, John V. Thill

Pearson Education Limited, United Kingdom, 2015. Mixed media product. Condition: New. 7th edition. Language: N/A. Brand New Book. For courses in Business Communication. This package includes MyBCommLab (R). Building Modern Communication Skills to Launch Your Career Business Communication Essentials equips students with fundamental skills for a career in the modern, mobile workplace. With comprehensive coverage of writing, listening, and presentation strategies in a contemporary context, this text balances basic business English, communication approaches, and the latest technology in one accessible volume. Over the last two decades, business communication has been in constant flux, with email, web content, social media, and now mobile changing the rules of the game. In the Seventh Edition, Bovee and Thill provide abundant exercises, tools, and online resources to prepare students for the new reality of mobile communications and other emerging trends, ensuring a bright start in the business world. This package includes MyBCommLab (R), an online homework, tutorial, and assessment program designed to work with this text to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. MyBCommLab should only be purchased when required by an instructor. Please be sure...

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