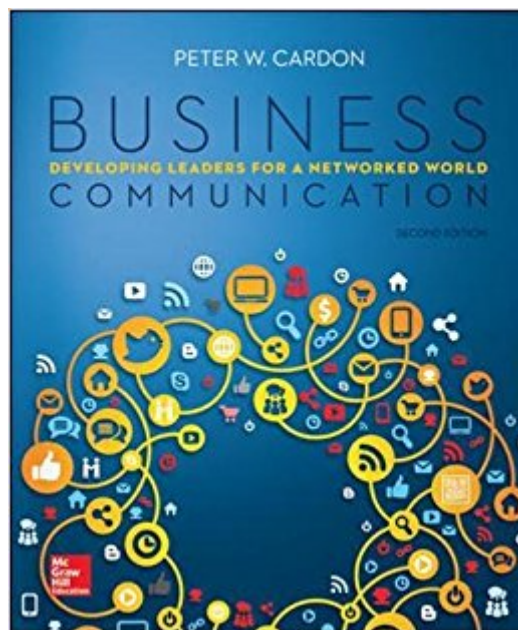




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Business Communication: Developing Leaders For A Networked World



Synopsis

The Business Communication field is at a crossroads as communication technologies are reshaping how people communicate in the workplace. *Business Communication: Developing Leaders for a Networked World*, by Peter Cardon, puts students at the center of business communication through the author's unique focus on credibility woven throughout the textbook chapters, forward looking vision built on traditional concepts, and practitioner and case-based approach. Students are more likely to read and reflect on the text, and are better positioned to understand the essentials of efficient and effective business communication, thereby transforming them into leaders for a networked world.

Book Information

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Customer Reviews

Pete Cardon teaches management communication, international business communication, and advanced business writing at the Marshall School of Business at the University of Southern California. His primary research interests are intercultural communication and computer-mediated communication. Pete is currently a board member for the Association of Business Communication and the Orchid Foundation. Prior to joining USC, Pete taught at the University of South Carolina for six years and Utah State University for three years. Before working in higher education, he held several marketing and management positions in the tourism and manufacturing industries. Along the way, he has worked in China for three years and traveled to approximately forty countries for work and research.

This is more than just a text book. This book offers valuable tips on creating effective resumes and cover letters by today's standards. If anyone is working in the business world, particularly where sales are concerned, then the information in this book will be extremely helpful. I especially love the side by side comparisons of ineffective and effective business documents. I realized how many mistakes I have been making with my career because of this book. This is a keeper.

It has useful contents for appreciating business communication, but students need the help from the professor to use the textbook efficiently. Only doing the multiple choices of home works on the website of publisher is not very helpful.

arrived on the estimated time. good condition except a few pages had the holes ripped but it's useable and for the price well worth is.

This book was perfect for my Management Information Systems class. I received my book within a week and very happy with the price. It was loose leaf and no problem putting in a binder to use. I always price my books for college classes and get the best prices on !

Awesome!

GOOOOD PRICE THANK YOU!

It's a good product for the class it's meant for. Online parts aren't too hard to use and unlike Aplia you don't want to hammer nails into your eyes while trying to navigate the support material.

I think that this book is great. Very well written with a lot of samples for good and bad business writing. The book is rich in clarifications at every aspect. In addition the delivery was very fast. I paid for speed, but it was worth. Thank you

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