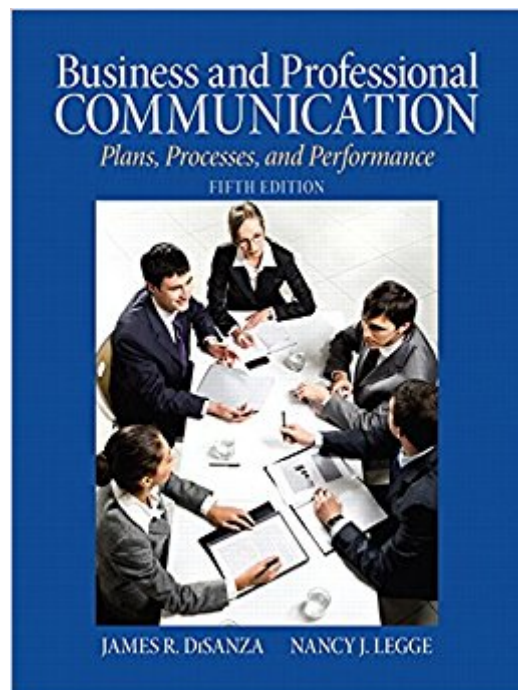




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Business & Professional Communication: Plans, Processes, And Performance (5th Edition)



Synopsis

By developing a comprehensive topic coverage emphasizing the importance of business presentations, DiSanza's Business and Professional Communication gives readers a grounded framework with real business examples and fundamental skill-building. Â Â Centered on the notion that business communication can influence the interpretation of issues and events, this text provides students with practical tips, contemporary applications, and a survey of the relevant theories.

Book Information

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Customer Reviews

Centered on the notion that business communication aims to influence the interpretation of issues and events, Business and Professional Communication is a presentation-orientated text that provides practical tips and applications while discussing relevant theory. Grounded in real business examples and basic skills, this text places a strong emphasis on presentations in a business setting to better prepare students for the realities of daily professional life. Its complete approach and unique topic coverage provides clear guidance for all communication practices in businesses and organizations. New to the Third Edition Introduces the concept of strategic communication, which encourages students to state explicit goals, analyze audiences, and select communication tactics to help them achieve their ends. Integrates new research on various types of organizational crises, including natural disasters, malevolent sabotage, and technical breakdowns, among others. Provides students with the latest information in finding jobs in their field, including updated information on internet-based job hunting and research. Places new emphasis on the personal

competencies needed by team members including experience, problem-solving ability, openness, supportiveness, action orientation, and personal style. Offers insight on how to consistently display these traits in oneself and encourage them in others, thereby creating more effective team members. Places new emphasis on team creativity. Introduces various discussion methods to improve creativity including brainstorming, nominal group technique, sensational thinking, morphological analysis, and group decision support systems (GDSS). Discusses the sources of risk information: toxicology, epidemiology, and statistical analysis, helping students better understand the strengths and limitations of risk data. Praise for Business and Professional Communication

“The greatest strengths [of this text] are its balance between the perspectives of both supervisors and subordinates, its combination of theory and application, and its practical tips for navigating the organizational environment offered to both sides of the desk.” Julie Davis, College of Charleston

“[This is a] resource students will find useful after they leave the class and enter the managerial world.” Julie Davis, College of Charleston --This text refers to an out of print or unavailable edition of this title.

Easily one of the least "grounded in reality" text books i've ever had the displeasure to experience. It's constant attempt to convert business and/or sales skills into academic knowledge is trite and contrived. The associated standardized tests are ludicrously worded and often contain answers that are competing. If you are an institution thinking of using this book, do your students a service and choose something else.

EXCELLENT!

Yes it did

good

The content is very useful for the course it was designed for. Could use some updating though, some chapters seem to focus on topics that aren't as relevant.

This text was very helpful and we used it every day in class. Great cases, helpful tips, and easy to understand. Also a plus that its not a huge book. Great text.

This was for class and wouldn't have read this otherwise. Helpful templates but a digital template would enhance this text.

Great information and is a lot of help in my class!

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