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About This Product. Guffey and Loewy's ESSENTIALS OF BUSINESS COMMUNICATION presents a streamlined approach to business communication, featuring coverage of current technologies to prepare students for success in today's hyper-connected digital workplace.

E-book--Business Communication: Process and Product. 5th ed. Cincinnati, Ohio: South-Western College Publishing, An International Thomson Publishing Company, 2006. Course Objectives The following objectives based on previous thoughts of the business communication faculty affect us: Listen, read and comprehend Paraphrase and summarize information Distinguish between facts, assumptions, and ...

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