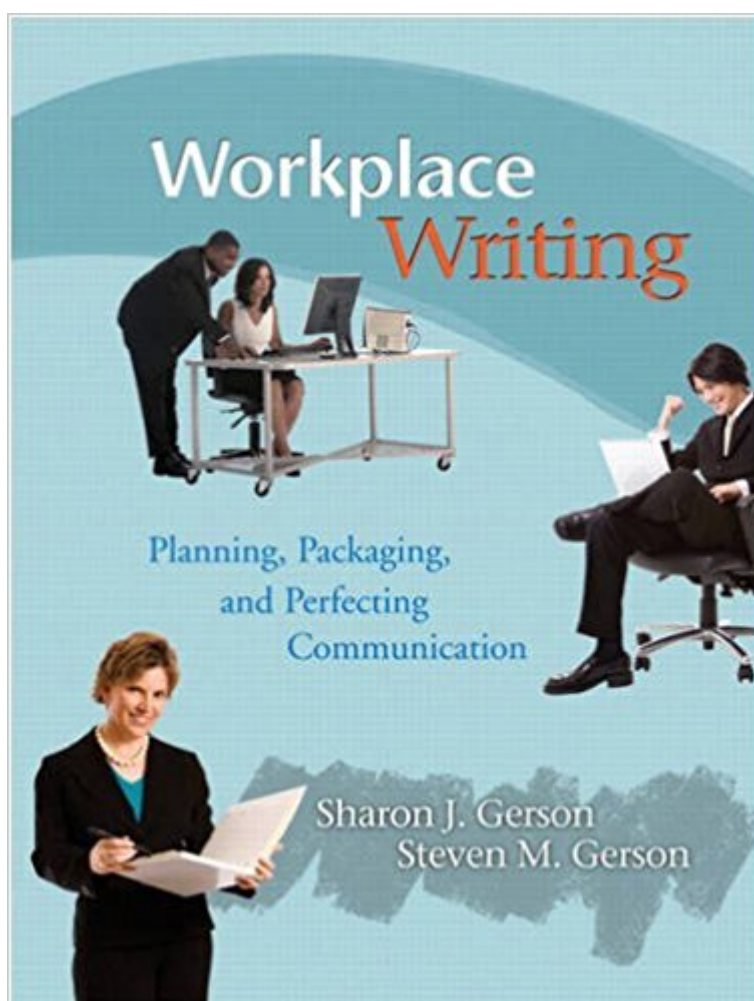


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Workplace Writing: Planning, Packaging, And Perfecting Communication



Synopsis

This modern text outlines a simple solution for producing all forms of workplace communication—one that focuses on how to effectively plan, package and perfect oral and written communication. Its accessible, four-color design is illustrated with interesting scenarios and examples featuring real people, real communication challenges and real resolutions to those challenges. With its contemporary approach, it covers trends for electronic, hard-copy and oral communication and includes substantive illustrations that show before/after samples and writer annotations. Innovative end-of-chapter exercises are designed for a variety of learners and include degree-specific assignments that reinforce career-related communication techniques.

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This modern text outlines a simple solution for producing all forms of workplace communication—one that focuses on how to effectively "plan," "package" and "perfect" oral and written communication. Its accessible, four-color design is illustrated with interesting scenarios and examples featuring real people, real communication challenges and real resolutions to those challenges. With its contemporary approach, it covers trends for electronic, hard-copy and oral communication and includes substantive illustrations that show before/after samples and writer annotations. Innovative end-of-chapter exercises are designed for a variety of learners and include degree-specific assignments that reinforce career-related communication techniques.

This is a textbook, so I can't honestly say that I love it, but for my class it is really great. It's clear and concise and I like the way it gives you highlights at the end of each chapter as well as test questions -- which my professor always used -- so you know pretty much what you'll need to know. It's thorough and informative but it is also very repetitive through the chapters... to me, at least.

No contact or return instructions. Need contact as book was wrong for my class. Please provide contact information.

Good book for my Advanced Writing course. Lots of examples to make it easy to follow.

Everything was perfect. Received order within a week

This text was purchased as required reading for a course. The book is overall well organized and easy to read and search. I still had to purchase a book on APA guidelines as this text didn't go into enough detail for the class, but as far as required reading goes, it worked.

it is a textbook how good or bad could it possibly be

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