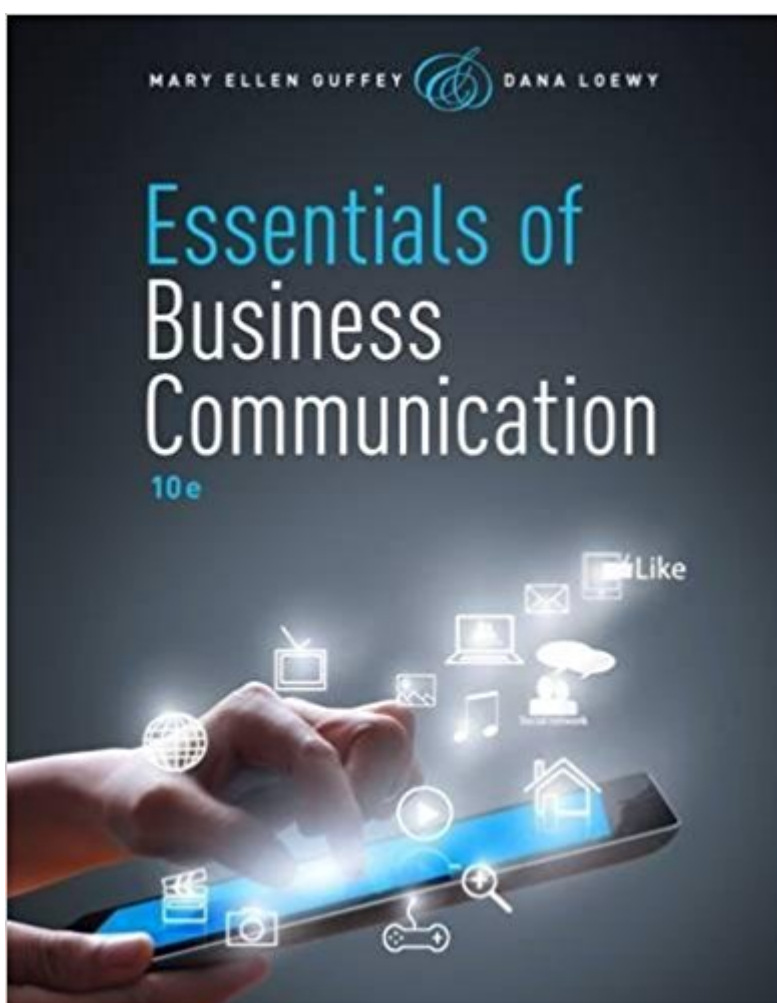


The book was found

Essentials Of Business Communication (with Premium Website, 1 Term (6 Months) Printed Access Card)



Synopsis

NOTE: The Access Code has to be entered EXACTLY as given. Strengthen your business communication skills with the streamlined presentation and unparalleled learning resources found only in the award-winning ESSENTIALS OF BUSINESS COMMUNICATION, 10E. This unique four-in-one learning package includes an authoritative text, practical workbook, grammar/mechanics handbook at the end of the book, and premium Web site (access code is included with new copies of the text). You'll learn basic writing skills and then apply these skills to a variety of e-mails, memos, letters, reports, and resumes. Realistic, updated model documents and new exercises and activities introduce the latest business communication practices. Extraordinary exercises help you build confidence as you review grammar, punctuation, and writing guidelines. You'll find increased coverage of professional social media communication, electronic messages and digital media. Please note that the Premium Website access code is included in new copies of the text. Access codes and supplements are not guaranteed with used items.

Book Information

Paperback: 608 pages

Publisher: South-Western College Pub; 10 edition (January 1, 2015)

Language: English

ISBN-10: 1285858913

ISBN-13: 978-1285858913

Product Dimensions: 1 x 10 x 12 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 74 customer reviews

Best Sellers Rank: #768 in Books (See Top 100 in Books) #1 in Books > Textbooks > Business & Finance > Business Communication #2 in Books > Reference > Writing, Research & Publishing Guides > Writing > Technical #6 in Books > Business & Money > Skills > Communications

Customer Reviews

Get Ahead with Guffey/Loewy's Essentials of Business Communication. [View larger](#)

[View larger](#)

[View larger](#)

[View larger](#)

[Guide to Professional Use of](#)

[Social Media Today.](#) New figures and realistic model documents guide you in the best professional use of social media, such as Facebook and Twitter. New coverage also demonstrates the proper professional use of new communication tools, such as instant messaging, podcasts, blogs, and wikis. [End-Of-Chapter Activities Provide Hands-On Practice.](#) You can immediately practice the

new communication skills you are learning. New end-of-chapter activities help you develop proficiency in effectively utilizing social media in the workplace. These activities are clearly identified with a 'Social Media' icon. Writing Plans Guide You Step-By-Step as You Begin Writing. With the book's helpful Writing Plans you can immediately begin organizing and formatting messages. This popular feature in the book summarizes the steps in creating every type of business writing. Grammar/Mechanics Handbook Provides Quick Review. This brief Grammar/Mechanics Handbook at the end of the book offers a rapid, systematic review of basic grammar and mechanics you'll use in the course and beyond. You'll find a concise review of the basic principles of grammar, punctuation, capitalization, and number style as well as activities and quizzes to reinforce what you learn.

Aplia Has Everything You Need to Get Homework Done Successfully. [View larger](#)
[View larger](#) [View larger](#) [View larger](#) Millions Of Students Use Aplia To Better Prepare For Class. In just 10 years, more than one billion answers have been submitted through Aplia, the premier online assignment solution. Millions of students use Aplia to better prepare for class and for their exams. Join them today! Know what's Important. Aplia assignments mean 'no surprises'; with an at-a-glance view of current assignments organized by due date, you always know what's due, and when. Discover Real-world Relevance. Aplia ties your lessons into real-world applications so you get a bigger, better picture of how you'll use your education in your future workplace. Master the Content. Automatic grading and immediate step-by-step feedback helps you master content the right way the first time.

Everything in One Place with MindTap. [View larger](#) [View larger](#) [View larger](#)
[View larger](#) Tap into Engagement. MindTap empowers you to produce your best work consistently. MindTap shows where you stand at all times both individually and compared to the highest performers in class. Mindtap Is Designed To Help You Master The Material. Interactive videos, animations, and activities create a learning path designed by your instructor to guide you through the course and focus on what's important. MindTap is Mobile. The new MindTap Mobile App provides the mobility and flexibility for you to make any time study time. Mindtap Helps You Stay Organized And Efficient. MindTap gives you the study tools to master the material.

Be Unstoppable with MindTap! [View larger](#) [View larger](#) [View larger](#)

View larger Make it count. The more time spent in MindTap, the better the results. Using MindTap throughout your course matters. Students using apps perform better on assignments.

A dedicated professional, Mary Ellen Guffey has taught business communication and business English topics for more than 35 years. She received a bachelor's degree, summa cum laude, from Bowling Green State University; a master's degree from the University of Illinois; and a doctorate in business and economic education from the University of California, Los Angeles (UCLA). She has taught at the University of Illinois, Santa Monica College, and Los Angeles Pierce College. Now recognized as the world's leading business communication textbook author, Dr. Guffey is the founding author of three award-winning textbooks: BUSINESS COMMUNICATION: PROCESS AND PRODUCT, ESSENTIALS OF BUSINESS COMMUNICATION, and BUSINESS ENGLISH. Each updated book continues to lead its market and, together, these books have helped hundreds of thousands of students around the world develop language skills. Dr. Guffey serves on the review boards of the Business and Professional Communication Quarterly and the Journal of Business Communication, publications of the Association for Business Communication. She also participates in national meetings, sponsors business communication awards, and is committed to promoting excellence in business communication pedagogy and the development of student writing skills.

Dana Loewy has been teaching business communication at California State University, Fullerton since 1996. She enjoys introducing undergraduates to business writing and honing the skills of graduate students in managerial communication. Most recently, she has also taught various German courses and is a regular guest lecturer at Fachhochschule N rtingen, Germany. In addition to completing numerous brand-name consulting assignments, she is a certified business etiquette consultant. Dr. Loewy has collaborated with Dr. Guffey on recent editions of BUSINESS COMMUNICATION: PROCESS AND PRODUCT as well as on ESSENTIALS OF BUSINESS COMMUNICATION. Dr. Loewy holds a master's degree from Bonn University, Germany, and earned a PhD in English from the University of Southern California. Fluent in several languages, among them German and Czech, her two native languages, Dr. Loewy has authored critical articles in many areas of interest -- literary criticism, translation, business communication, and business ethics. Before teaming up with Dr. Guffey, Dr. Loewy published various poetry and prose translations, most notably THE EARLY POETRY OF JAROSLAV SEIFERT and ON THE WAVES OF TSF. Active in the Association for Business Communication, Dr. Loewy focuses on creating effective teaching/learning materials for undergraduate and graduate business communication students.

Do not buy rip off. The description states:(with Premium Website, 1 term (6 months) Printed Access Card)But that is not the case. Access code DID NOT provide access to the Premium WEB site, publisher charged me \$40.00 plus tax to get access to the Premium WEB site, that I had to have to complete an assignment. relly should fix this deceptive description. Also, the publishers' support is worthless, no number to call and takes days to answer emails.

The description said this book came with the code. It did have a code but had already been used. Would not have bought this book of I would have known.

One of the most useful textbooks I have ever gotten. If you can afford to buy instead of rent I recommend doing so. This book teaches you how to write a resume, prepare for an interview, write a professional email and so much more. I wish I had bought this. Instead I ended up making copies of the pages I knew would be useful in the future. When my friend from another school felt underprepared for the job hunting process I let her make copies of some of the pages too and she said it was really useful during her interviewing process. Now she is an accountant with a starting salary of \$60,000!! definitely never recommend buying books because who has the money for that, but some books are worth investing in and this is definitely one of those!

Didn't have tap mind, so I had it too buy it separate, it was like paying for two books, you should give the option to pay extra for the tap mind so student wouldn't pay more.

Not a great book, but not horrible. I can't comment if the organization of the book would be good start to finish as our professor has us jump chapters. There are a lot of graphics, almost too many. I also find it confusing when graphics are referenced on completely different pages causing you to flip back and forth. It's horribly distracting.

Excellent book for class-and not just for communication majors it's a great resource?

More college books I'll never use.

great product

[Download to continue reading...](#)

Essentials of Business Communication (with Premium Website, 1 term (6 months) Printed Access Card) Bundle: NUTR, 2nd + Online, 1 term (6 months) Printed Access Card + Diet and Wellness Plus, 1 term (6 months) Printed Access Card Bundle: M&B 3 + CourseMate, 1 term (6 months) Printed Access Card + LMS Integrated for Aplia, 1 term Printed Access Card Database Systems: Design, Implementation, and Management (with Premium WebSite Printed Access Card and Essential Textbook Resources Printed Access Card) A Guide to Health Insurance Billing (with Premium Website, 2 term (12 months) Printed Access Card) Understanding Health Insurance: A Guide to Billing and Reimbursement (with Premium Web Site, 2 terms (12 months) Printed Access Card and Cengage EncoderPro.com Demo Printed Access Card) Understanding ICD-10-CM and ICD-10-PCS: A Worktext (with Cengage EncoderPro.com Demo Printed Access Card and Premium Web Site, 2 terms (12 months) Printed Access Card) Business Communication: Process and Product (with Student Premium Website Printed Access Card) Understanding Health Insurance: A Guide to Billing and Reimbursement (with Premium Website, 2 terms (12 months) Printed Access Card for Cengage EncoderPro.com Demo) Introduction to Business Statistics (with Premium Website Printed Access Card) (Available Titles CengageNOW) Essential Jazz (with CourseMate Printed Access Card and Download Card for 2-CD Set Printed Access Card) Essentials of Marketing Research (with Qualtrics, 1 term (6 months) Printed Access Card) American Government and Politics Today: Essentials 2015-2016 Edition (with MindTap Political Science, 1 term (6 months) Printed Access Card) (I Vote for MindTap) Jazz: The First 100 Years, Enhanced Media Edition (with Digital Music Downloadable Card, 1 term (6 months) Printed Access Card) Music for Ear Training (with Premium Website Printed Access Card) PianoLab: An Introduction to Class Piano (with Premium Website Printed Access Card & Keyboard for Piano) Music in Childhood: From Preschool through the Elementary Grades (with Premium Website Printed Access Card) Delmar's Comprehensive Medical Assisting: Administrative and Clinical Competencies (with Premium Website Printed Access Card and Medical Office Simulation Software 2.0 CD-ROM) Fundamentals of Financial Management, Concise Edition (with Thomson ONE - Business School Edition, 1 term (6 months) Printed Access Card) (Finance Titles in the Brigham Family) Administrative Medical Assisting (with Premium Web Site, 2 terms (12 months) Printed Access Card)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

