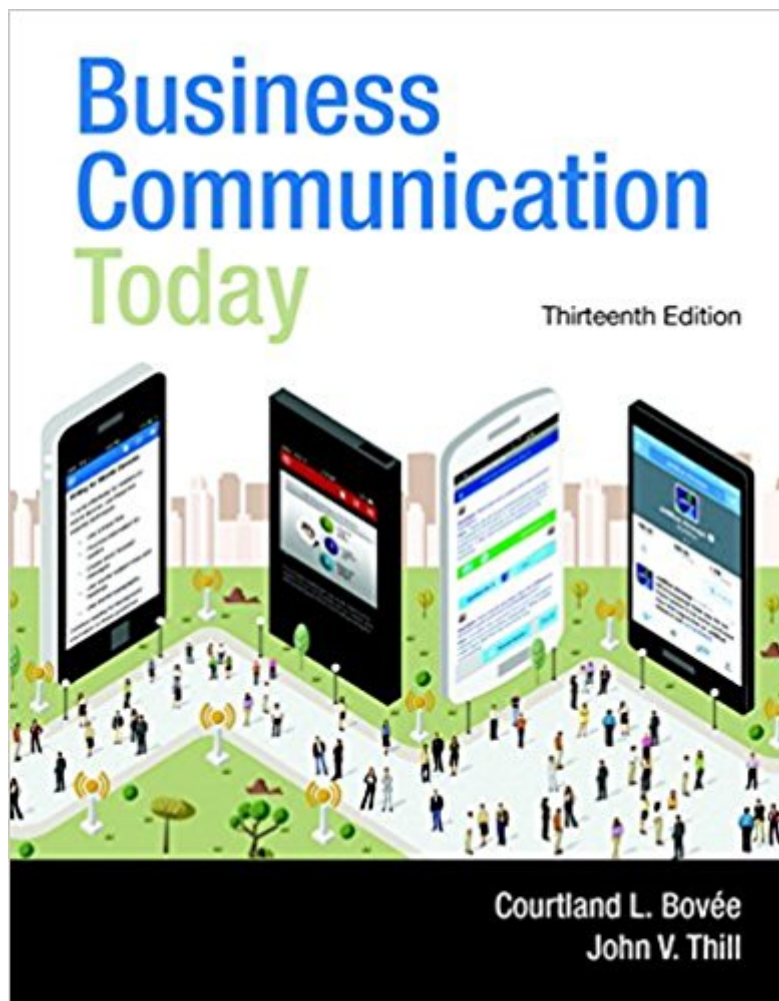




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Business Communication Today (13th Edition)



Synopsis

For courses in Business Communication. The Ever-Changing Mold of Modern Business Communication Business Communication Today continually demonstrates the inherent connection between recent technological developments and modern business practices. With each new edition, this text addresses the most essential changes in technology and how they impact the business world, while still addressing timeless business skills such as listening, presenting, and writing. With a strong focus on mobile connectivity, the Thirteenth Edition is a highly integrated text that blends new topics such as social media in business seamlessly with more traditional entrepreneurial concepts. The flexible text is suitable for all readers seeking to master necessary skills for succeeding in the workplace. With a clear, fluid chapter organization that addresses, develops, and reviews major concepts, Business Communication Today instills crucial business skills readers will need to thrive in an office environment. Also Available with MyBCommLab® This title is also available with MyBCommLab® “an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Note: You are purchasing a standalone product; MyBCommLab does not come packaged with this content. If you would like to purchase both the physical text and MyBCommLab search for ISBN-10: 0134088263 / ISBN-13: 9780134088266 Business Communication Today Plus MyBCommLab with Pearson eText -- Access Card Package, 13/e. That package includes ISBN-10: 0133867552 / ISBN-13: 9780133867558 Business Communication Today, 13e and ISBN-10: 0133877663 / ISBN-13: 9780133877663 MyBCommLab with Pearson eText -- Access Card. MyBCommLab should only be purchased when required by an instructor.

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Customer Reviews

Courtland L. Bovée and John V. Thill have been leading textbook authors for more than two decades, introducing millions of students to the fields of business and business communication. Their award-winning texts are distinguished by proven pedagogical features, extensive selections of contemporary case studies, hundreds of real-life examples, engaging writing, thorough research, and the unique integration of print and electronic resources. Each new edition reflects the authors'™ commitment to continuous refinement and improvement, particularly in terms of modeling the latest practices in business and the use of technology. Professor Bovée has 22 years of teaching experience at Grossmont College in San Diego, where he has received teaching honors and was accorded that institution's C. Allen Paul Distinguished Chair. Mr. Thill is a prominent communications consultant who has worked with organizations ranging from Fortune 500 multinationals to entrepreneurial start-ups. He formerly held positions with Pacific Bell and Texaco. Courtland Bovée and John Thill were recently awarded proclamations from the Governor of Massachusetts for their lifelong contributions to education and for their commitment to the summer youth baseball program that is sponsored by the Boston Red Sox. ^

I got good grades thank you. This is just what I needed.

Book is detailed and straight forward, but the online companion is pretty terrible. There are typos and errors all over the place and it's supposed to be a business communication textbook. Really hard to take it seriously.

I purchased the book for my course but in the Kindle format. Right away, I knew I was in deep doo doo. I'm in an online course and the Kindle edition doesn't have page numbers the teacher is referencing! Great buy though.

needed it for school

great!

Very Good!

Not really use it on my class. Though it has the information you need in studying business communication

One of the better text books I've had in my master's program. Very applicable with my current job!

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