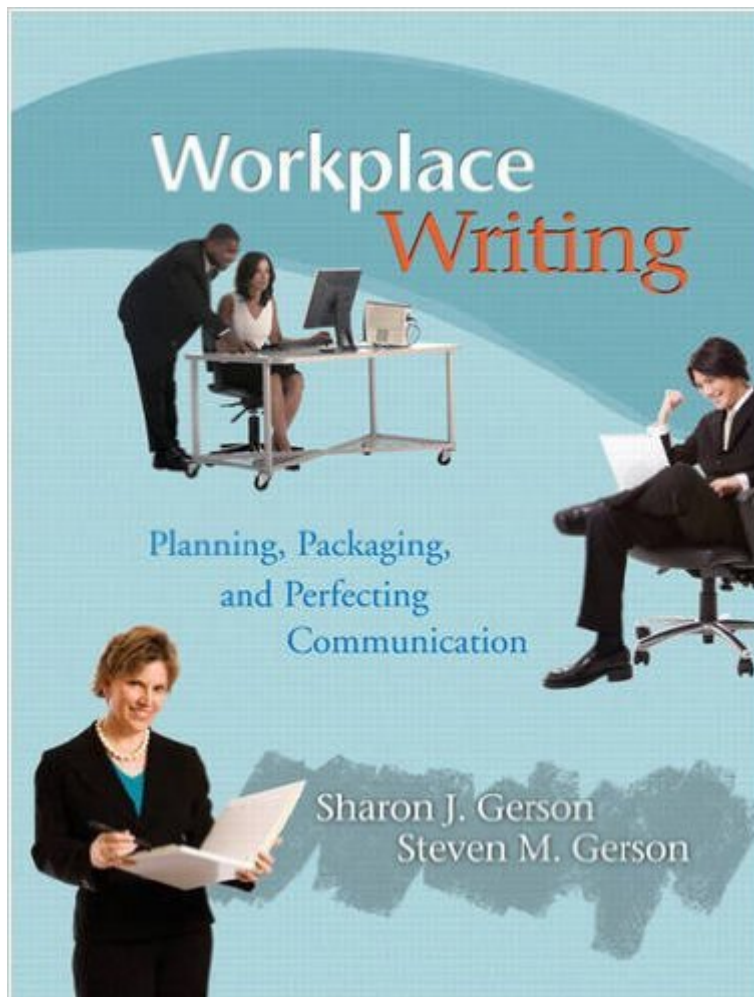


The book was found

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.

Book Information

Paperback: 640 pages

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Average Customer Review: 4.3 out of 5 stars – See all reviews (18 customer reviews)

Best Sellers Rank: #85,807 in Books (See Top 100 in Books) #33 in Books > Reference > Writing, Research & Publishing Guides > Writing > Technical #88 in Books > Textbooks > Business & Finance > Business Communication #493 in Books > Business & Money > Skills > Communications

Customer Reviews

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.

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.

This textbook was received in the condition it was described. The text itself is very helpful and the reading is appropriate to the context. It is an exceptional material and has a great appendix that can be used to ensure you write properly for business formal.

Great book for a wonderful class. Interesting ideas, good examples, and nice practical application. Keeping this book for future reference!

Very easy to read and understand. Principles clearly lined out and examples make it easy to fully develop quality written materials.

I rented it, and I received one that looks just like a new book. I'll keep it in good condition when I return it :)

My book was in very good condition for a used book. There was a little wear to the book but it was useable

I received the book in a timely manner. Unfortunately, when I received the book it was already falling apart. The second time I opened the book to read it it fell into 4 pieces right out of the binding. For a book that cost me nearly fifty dollars, I feel this is unacceptable.

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