



Business Communication: Polishing Your Professional Presence (3rd Edition)

Barbara G. Shwom, Lisa Gueldenzoph Snyder

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For courses in Business Communication

Communication in Business Practices

Business Communication: Polishing Your Professional Presence helps readers achieve the highest level of professionalism when conducting business. With a clear communication model that helps readers professionally analyze and react to any sort of business situation, this text stresses the importance of etiquette in successful entrepreneurial practices.

The **Third Edition** relates business communication to modern technologies and social media outlets, bringing the text into the context of our digital world. With a focus on learning and exercising crucial skills such as writing, speaking, critical thinking, and collaborating with peers, *Business Communication* prepares readers for social and communicative challenges they will face as businesspeople.

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