

BUSINESS COMMUNICATION TODAY

The thoroughly revised ninth edition offers dozens of updated model documents, encompassing every medium that students will be expected to use on the job. The marginal annotations that accompany every document help students understand how to apply the principles discussed in the chapter, and for this edition, both the documents and the annotations have been extensively revised and improved in response to reviewer input.

With business communication evolving so rapidly, textbooks and learning packages need to evolve just as quickly. In this edition students will learn from dozens of practical examples in a variety of media. This book also includes new coverage of psychology, expanded coverage of visual media in business today, and has more emphasis on strategic and managerial communication.

