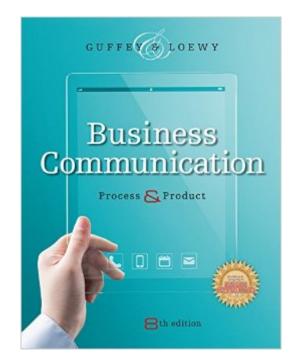
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Business Communication: Process & Product (Book Only)





Synopsis

A trusted market leader, BUSINESS COMMUNICATION: PROCESS AND PRODUCT presents the market's most innovative coverage of workplace communication skills with an expanded emphasis on digital writing. Compelling, new infographics and a vibrant new design appeal to today's visual learners. Most importantly, the hallmark features that made Guffey the market leader ? abundant model documents, the 3x3 writing process, case studies, and an efficient 16-chapter format ? continue to enhance student learning and comprehension. Vast instructor resources, including new video-enhanced PowerPoint slides, help new and veteran instructors plan and manager their courses.

Book Information

Hardcover: 704 pages Publisher: Cengage Learning; 8 edition (January 1, 2014) Language: English ISBN-10: 1285094085 ISBN-13: 978-1285094083 Product Dimensions: 8.5 x 1.2 x 10.9 inches Shipping Weight: 3.6 pounds (View shipping rates and policies) Average Customer Review: 3.7 out of 5 stars Â See all reviews (64 customer reviews) Best Sellers Rank: #75,472 in Books (See Top 100 in Books) #94 in Books > Textbooks > Business & Finance > Business Communication #481 in Books > Business & Money > Skills > Communications

Customer Reviews

Required book for my college class. If you go to Baker College in Michigan you can actually get through the class without this book. I have used it once for an in class assignment and a few other times as reference for formatting. For the formatting I could have just looked it up online or used another book I already owned. The contents of the book are okay, if you are wanting something up to date to use as a reference when writing an work related material (professional emails, memos, etc.) this is a good book to have. But it is horribly over priced.

Wife needed it for college and it was available for instant download on all of our devices equipped with the Kindle Reading App. Very Easy and Very Fast. Will definitely use this method in the future again.

This text is verbose. The authors should heed their own advice and revise for brevity.

I rented this book for school and no matter what your major is, you should read this book. It had a lot of insight into the modern business world with tips on proper business communication and writing. I learned valuable tools that will stick with my for a lifetime.

I can't believe how overpriced this textbook is!! And not only that, the access code that it came with that I need for my class does not work so I had to buy a separate copy from the school bookstore!!

The book was correct but the access code did not work for my class at FAU-Boca. I am so frustrated that now my only option is to pay another \$96 for the correct access code. I read through other reviews and have now found out that this has happened to two other people. Very disappointed. Not sure I will purchase textbooks through again.

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