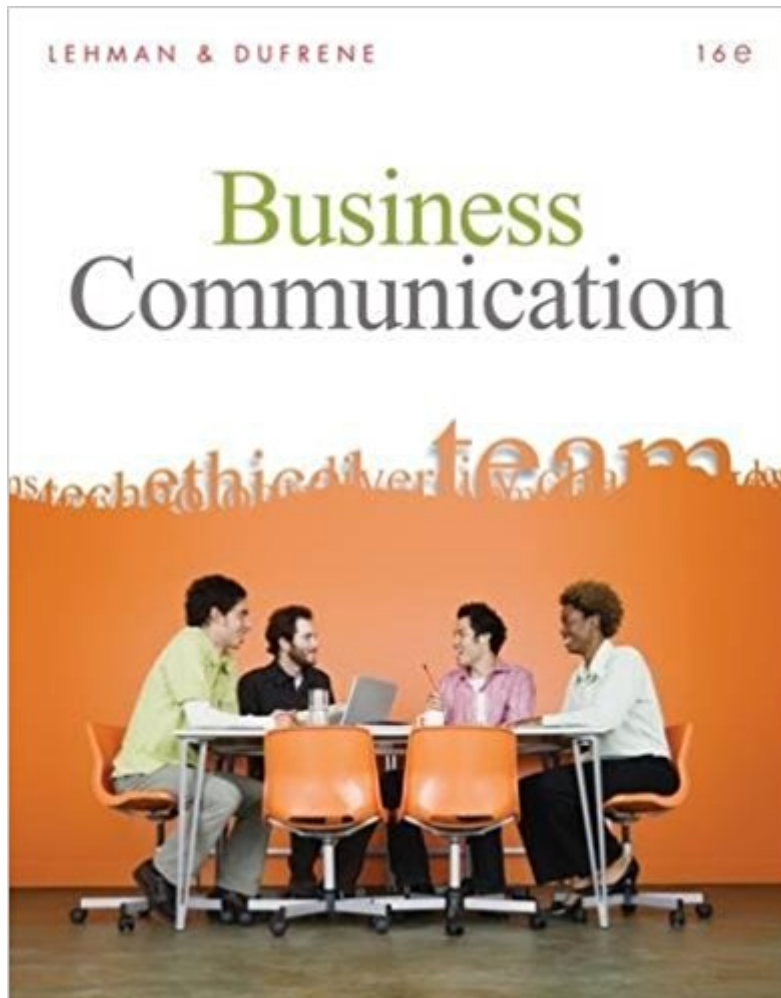




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Business Communication, 16th Edition



Synopsis

For more than six decades, Lehman and DuFrene's BUSINESS COMMUNICATION has established itself as the authoritative standard in the field. Marked by a concise, coherent writing style; enriched with an abundance of model documents; and organized around a unique and effective Strategic Forces Model that translates communication theory into applied best practices, the text has consistently proven its value to both instructors and students. The new Sixteenth Edition is a dynamic response to ongoing changes in technology, organizations, the business marketplace, and the global economy. In today's fast-paced business environment, communicating effectively with multiple audiences is more essential--and more challenging--than ever. BUSINESS COMMUNICATION, Sixteenth Edition, leads the way in preparing students to rise to this challenge, combining a strong emphasis on sound writing principles with practical coverage of real-world spoken, electronic, and written communication situations and strategies that play a vital role in modern business.

Book Information

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Customer Reviews

"The Lehman/Dufrene book does a great job with content and examples." -- Charlotte Williams, Ph.D., Chair, Business Division, Jones County Junior College

Dr. Lehman is a professor emerita in the Management and Information Systems Department at Mississippi State University, an AACSB-accredited school. She has more than 25 years of experience teaching business communication. Dr. Lehman earned a bachelor's and master's

degrees in business education from the University of Southern Mississippi, and her doctorate from the University of Arkansas. Dr. Lehman has taught organizational communication, a core requirement for all business majors, and an MBA-level multimedia presentations course. She is a frequent presenter at the national and regional meetings of the Association for Business Communication, for which she and Dr. DuFrene sponsor the Meada Gibbs Outstanding Teacher Award. Her consulting and training activities for industry have focused on multimedia development, business presentations, and written communication. Dr. DuFrene is an associate dean of the Rusche College of Business at Stephen F. Austin State University, an AACSB-accredited school. She has more than 25 years of experience teaching business communication, including 20 years at Stephen F. Austin. Dr. DuFrene earned her bachelor's and master's degrees in business education from Nicholls State University, and her doctorate from the University of Houston. She serves on the international board of directors for the Association for Business Communication and has been a business communication consultant to various organizations from the business, industry, and education sectors. She and Dr. Lehman sponsor the Meada Gibbs Outstanding Teacher Award for the Association for Business Communication (ABC).

I feel some of the subject on communication is learned from having the initiative to communicate correctly with common sense, something we all learn differently, and so I would recommend the book for someone looking forward to being in an environment of communicating with someone in the distant future who does not share some common interests in the same job position to have the initiative towards communicating with unfamiliar people, who "write better" and speak smarter supposively. I feel having a more structured, or organized approach to communicate different from ways we talk with our friends, to be more formal and not make a fool of yourself while talking to an important person in a business setting is what this book teaches. Nevertheless everyone starts bad in this subject area, but the book could be a useful reference now and then. I mean, I never really improved the way I communicate as evident while writing this review, and so the book was quite boring for being well structured in teaching communication at a time when I needed to have an open mind to understand other subjects into my goals of passing accounting classes, and so I would recommend this book as a reference, otherwise everything in this book will be hard to understand, and by the time everything you learn makes sense you might find yourself lost in touch with how people really communicate without being convoluted. Or, the book really defines what convoluted is, and scares you away from being a bad communicator... I did not think much of it, luckily I had common sense to get by the class.

This text is hardbound and well constructed. There were a couple of typos and inaccuracies in the APA reference page appendix, which could be disastrous for students with particular instructors. I found the text a little muddled with unnecessary asides mostly overemphasizing multicultural concerns.

This book was \$.39 and I expected the worst. But it was in surprisingly amazing condition. I will buy books through Penntext whenever I can!

Was the book I needed for my class, sometimes you buy a book and it's the international version or a different edition. This is exactly what the description says, 16th edition Business Communication!

This book could be tweaked a little but it is an overall good learning tool for business communication. Shipped on time and arrived undamaged. Thank you.

Its a text book for a class I am taking - nothing to write home about - its required for the course. Well written with good follow up at the end of chapters.

Rented this one - thought I was getting the newest release but I got the 2008 version - they're all essentially the same anyways. Rentals are a great/easy service by .

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