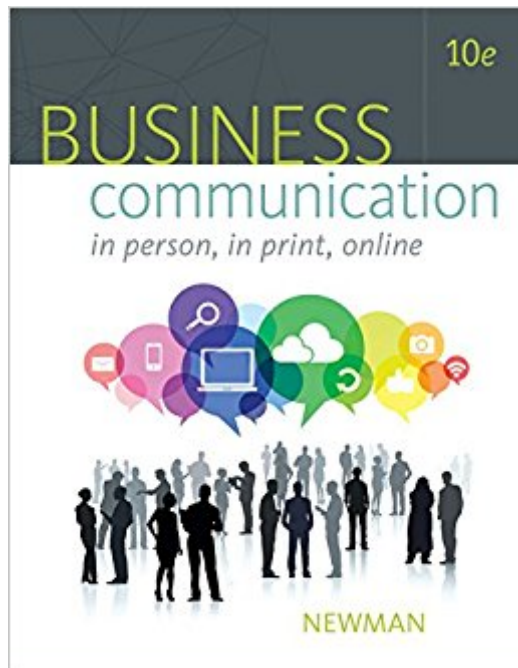




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Business Communication: In Person, In Print, Online



Synopsis

Prepare students to become successful employees and leaders with the realistic approach to communication found in **BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 10E**. This book covers the most important business communication concepts in detail and within the context of how communication actually happens in organizations today. Company examples and situations keep students engaged while demonstrating how principles work in the real world. In addition to core written and oral communication skills, students learn to navigate complex relationships and use current, sophisticated technologies. Students also become skilled in creating PowerPoint decks, managing their online reputation with LinkedIn and other tools, engaging customers using social media, leading web meetings and conference calls, and more. Self-reflection questions throughout the book help readers develop a deeper understanding of themselves and how to communicate to reach personal and professional goals.

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Customer Reviews

Amy Newman specializes in business communication at the Cornell University School of Hotel Administration. As a senior lecturer, she teaches two required communication courses: a freshman business writing and oral communication class and an upper-level persuasive communication class. Newman also teaches a graduate-level management communication course and an elective, Corporate Communication, which focuses on communication strategy, crisis communication, and social media. Newman served as an adjunct instructor at Ithaca College; Milano, The New School for Management and Urban Policy in New York City; and eCornell, where she taught classes online.

She has won several awards for excellence in teaching and student advising and grants to develop technology-based learning solutions. Prior to joining Cornell, Newman spent 20 years working for large companies, such as Canon, Reuters, Scholastic, and MCI. Internally, she held senior-level management positions in human resources and leadership development. As an external consultant, she worked to improve communication and employee performance in hospitality, technology, education, publishing, financial services, and entertainment companies. A graduate of Cornell University and Milano, Newman is author of several editions of BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE. She has developed several multimedia company scenarios to accompany the book, has created an interactive tool for managing speech anxiety, and maintains a blog: BizComInTheNews.com. Scot Ober (Ph.D, Ohio State) is a full-time consultant in business communication and document processing. Prior to his consulting career, Dr. Ober was Professor of Business at Ball State University. In addition to having taught Business Communication for over twenty years, he served as Editor of the Business Communication Quarterly for 1995 and 1996 and conducted an MBA-level Distance Learning Program through Ball State University.

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