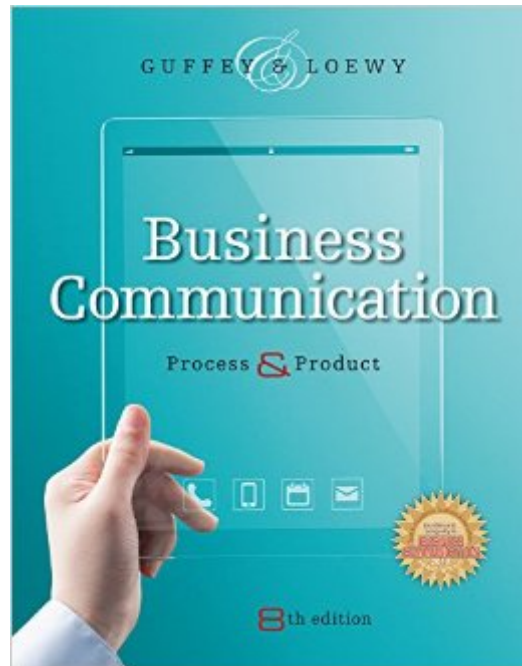


The book was found

# 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 starsÂ Â See all reviewsÂ (64 customer reviews)

Best Sellers Rank: #75,472 in Books (See Top 100 in Books) #94 inÂ Books > Textbooks >

Business & Finance > Business Communication #481 inÂ 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 me 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.

Read the fine print. Any rental the access code isn't guaranteed and I can guarantee the access code has been used. They should not even state "with access code" unless they are just selling the new book.

This book is awesome for business and other career majors looking to get back in the job scene. The information provided in this book is worth it. Besides the long chapters this gets a five star.

[Download to continue reading...](#)

Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum Business Communication: Process & Product (Book Only) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your

product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Technical Communication: Process and Product (8th Edition) Technical Communication: Process and Product (9th Edition) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Measuring the Software Process: Statistical Process Control for Software Process Improvement Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Business Process Management Design Guide: Using IBM Business Process Manager Look Beyond the Product: The business of agile product management Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Agile Product Management: User Stories: How to Capture Requirements for Agile Product Management and Business Analysis with Scrum FBA: Product Research: Complete Expert Guide: How to Search Profitable Products to Sell on ( FBA, Product Research, How to Find the Best Products to Sell on Book 1) Modelling Techniques for Business Process Re-engineering and Benchmarking (IFIP Advances in Information and Communication Technology)

[Dmca](#)