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desde 1950



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This respected market leader offers students a comprehensive, practical introduction to workplace writing that prepares them for a range of communication tasks. An abundance of real-world examples and problems, as well as an accessible writing style and detailed guidelines set this text apart. Through four logically sequenced sections, the author guides students from exploring simple business communications to conducting research, documenting sources, and tackling advanced tasks such as proposals and oral presentations. With each new task, the author prepares students to become effective problem solvers at work, learning to select the best communication tools to accomplish their goals. The Eighth Edition features a new, more contemporary and open design as well as updated topical coverage. In addition, new guidelines, case studies, model reports, and exercises make the discussion of occupational writing more current than ever. Integrated web sites accompany the text, providing students with dynamic learning opportunities and instructors with enhanced teaching options.