

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$2966.00

Editorial:

Año: 2009

Tema:

Edición: 10ª

Sinopsis

ISBN: 9780138155391

Business Communication Today provides the cutting-edge communication coverage that prepares readers for real business practice.

Understanding the Foundations of Business Communication; Applying the Three-Step Writing Process; Crafting Brief Messages; Supporting Messages with Quality Information; Planning, Writing, and Completing Reports and Proposals; Designing and Delivering Oral and Online Presentations; Writing Employment Messages and Interviewing for Jobs

MARKET: For readers interested in real-world training for the business world of today and tomorrow.