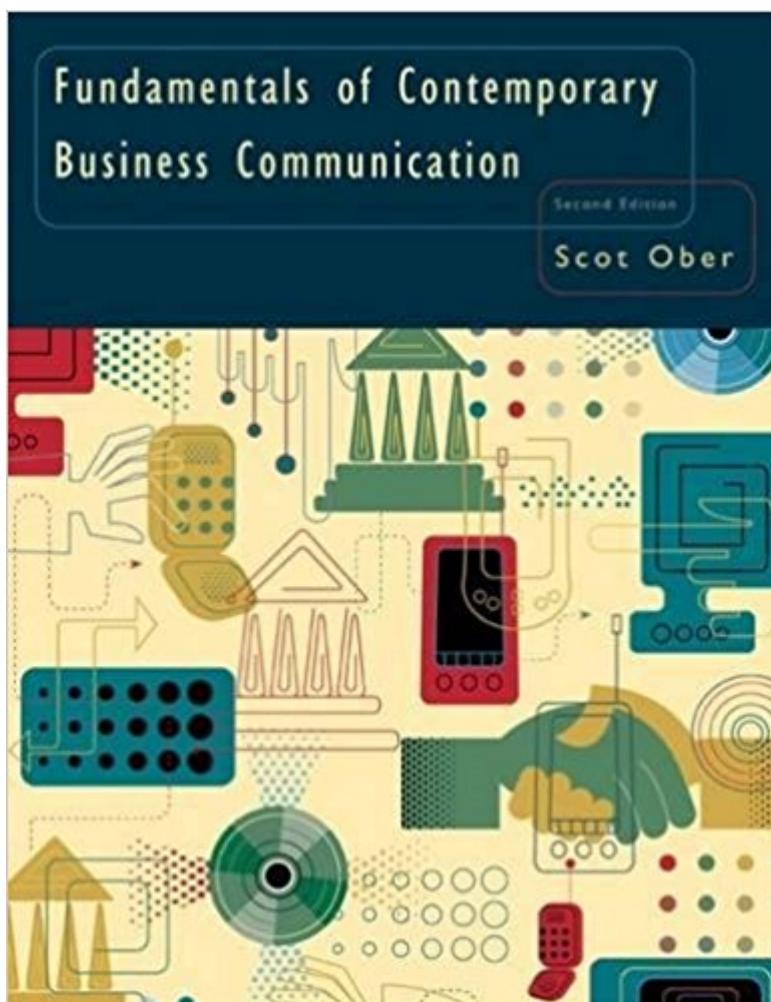


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Fundamentals Of Contemporary Business Communication (2nd Edition)



Synopsis

Fundamentals of Contemporary Business Communication distills the basic concepts of successful business communication, placing significant emphasis on grammar and mechanics. The author's hands-on approach--including the unique 3Ps (problem, process, product) model--connects topics, examples, and exercises to the modern workplace. Fundamentals combines the traditional textbook format with a workbook, allowing students to immediately test, apply, and reinforce the basics of business communication. The Second Edition continues the author's integrated approach to grammar and mechanics. Language Arts topics appear in every third chapter to introduce or review the basic rules of usage. Part VI of the text includes five modules: Sentence Structure; Business-Style Punctuation; Verbs and Subject-Verb Agreement; Using Pronouns, Adjectives, and Adverbs; and Mechanics in Business Writing. These modules are close to chapter length and are more thorough than the brief reference manuals that appear in other texts.

Book Information

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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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