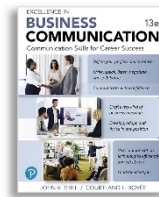
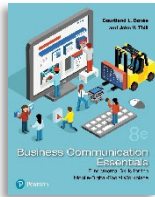


Three Choices to Match the Diverse Needs of Today's Communication Courses



Business Communication Essentials
14 chapters

Best choice for shorter courses and courses that emphasize writing fundamentals; features an integrated English skills workbook

Excellence in Business Communication
16 chapters

Best choice for courses that balance written and oral communication; features new expanded coverage of interpersonal communication

Business Communication Today
19 chapters

Best choice for full-spectrum courses that go beyond the traditional core of business writing and public speaking; expanded coverage of media skills

Real-life examples	Real company examples	•	•	•
	Real company vignettes		•	•
	Real company simulations		•	
Special features	Annotated model documents	•	•	•
	Highlight boxes		•	•
Topic coverage	Coverage of emerging technologies that are reshaping communication	The Future of Communication sections	Intelligent Communication Technology boxes	Intelligent Communication Technology boxes
	Full integration of mobile business communication practices	•	•	•
	Full integration of digital and social media skills, including model documents and student activities	•	•	•
	Combined digital and social media chapter	•	•	
	Separate chapters on digital media and social media			•
	Communicating with diverse, global audiences	•	•	•
	Communication ethics	•	•	•
	Business etiquette	•	•	•
	Dedicated chapter on research			•
	Dedicated chapter on visual media, including business video			•
	Dedicated chapter on presentation visuals			•
Learning and reinforcement features	Handbook of Grammar, Mechanics, and Usage	•	•	•
	Learning objectives reinforcement	Summary of Learning Objectives (in quick-read bullet format)	Learning Objectives Checkup (multiple-choice quiz)	Summary of Learning Objectives
		Self-assessment, workplace applications, document critique	Improve Your Grammar, Mechanics, and Usage	
	Grammar and language skills	Online grammar quizzes (MyLab)	Online grammar quizzes (MyLab)	Online grammar quizzes (MyLab)
	Test Your Knowledge questions	•		•
	Apply Your Knowledge questions	•	•	•
	Practice Your Skills projects	•	•	•
	Cases	•	•	•
	Team exercises	•	•	•