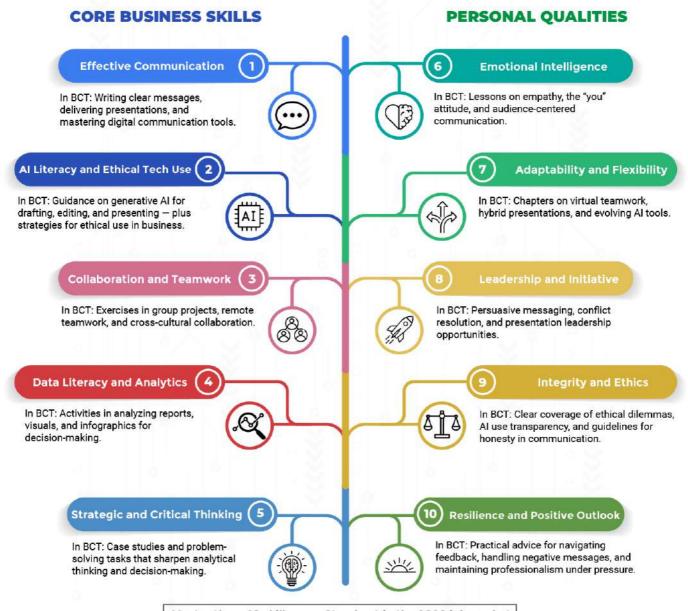
Top 10 Skills Employers Seek in 2026

Prepare for success with the skills every employer wants.

The job market in 2026 demands more than technical knowledge. Employers are searching for graduates who can communicate clearly, think critically, adapt to change, and use AI ethically. The good news? Every one of these skills is embedded in the lessons and activities you'll find in BCT (Business Communication Today, 16th Edition).



Master these 10 skills now. Stand out in the 2026 job market.

Why This Matters for You

Employers want graduates ready to thrive in an Al-driven, diverse, and fast-changing workplace.



Business Communication Today, 16th Edition. See Chapter 8, Social Media.

Key Insight:

Business Communication Today, 16th Edition, is the only text with AI integrated in every chapter, emotional intelligence skill-building, and practical assignments that mirror real workplace demands.