



Essentials of Business Communication (6th Edition)

By Mary Ellen Guffey

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This text-workbook is a streamlined, no-nonsense approach to business communication. It takes a three-in-one approach: (1) text, (2) practical workbook, and (3) self-teaching grammar/mechanics handbook. The chapters reinforce basic writing skills, then apply these skills to a variety of memos, letters, reports, and resumes. This new edition features increased coverage of contemporary business communication issues including oral communication, electronic forms of communication, diversity and ethics.

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Essentials of Business Communication (6th Edition) By Mary Ellen Guffey Bibliography

- Sales Rank: #1804938 in Books
- Published on: 2003-02-27
- Original language: English
- Number of items: 1
- Dimensions: 10.50" h x 8.25" w x .75" l, 1.10 pounds
- Binding: Paperback
- 1 pages

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Editorial Review

Review

The writing exercises presented are a blessing for any teacher. The clarity of the writing sections of the text permits students to learn proper business writing and grammar. The clear examples and exercises provide the student with ample writing practice. Overall, an excellent text that will teach students proper business writing.

I've taught Business Communication since 1999 at Los Medanos College, and every semester the students comment on how much they like Essentials of Business Communication and especially the Web site. As an instructor I particularly enjoy the number of supplemental items that make my job easier, more interesting, and fun for the students and myself, and, most importantly, educational. Dr. Guffey is a dedicated and passionate professional, and instructors and students both benefit greatly from her textbooks.

Guffey seems to have her hands on the pulse of not only what is currently needed by students and instructors, but is looking toward what might be needed in the future. I think this is what has always made her textbooks seem more current than some of the other texts out there.

Essentials is a big hit with my students. While they are working through all the exercises and sharing their completed case problems with each other, I'm enjoying the ease provided the instructor. The instructor's manual, electronic test bank, transparencies, and annotated teacher's text are wonderful tools. I'm amazed at the total number of items available to help me!

I'm using WebTutor for the first time and so far, I'm impressed with the product! I fell in love with EBC just reviewing it over the Internet, and WebTutor is an awesome complement to your text!

About the Author

A dedicated professional, Mary Ellen Guffey has taught business communication and business English topics for more than 35 years. She received a bachelor's degree, summa cum laude, from Bowling Green State University; a master's degree from the University of Illinois; and a doctorate in business and economic education from the University of California, Los Angeles (UCLA). She has taught at the University of Illinois, Santa Monica College, and Los Angeles Pierce College. Now recognized as the world's leading business communication textbook author, Dr. Guffey is the founding author of three award-winning textbooks: BUSINESS COMMUNICATION: PROCESS AND PRODUCT, ESSENTIALS OF BUSINESS COMMUNICATION, and BUSINESS ENGLISH. Each updated book continues to lead its market and, together, these books have helped hundreds of thousands of students around the world develop language skills. Dr. Guffey serves on the review boards of the Business and Professional Communication Quarterly and the Journal of Business Communication, publications of the Association for Business Communication. She also participates in national meetings, sponsors business communication awards, and is committed to promoting excellence in business communication pedagogy and the development of student writing skills.

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Tracey Egan:

Book is to be different for every single grade. Book for children until finally adult are different content. As

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