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Kelly M. Quintanilla, Natalie C. Canavor

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Quintanilla: Business and Professional Communication, 2e

Presenting an exciting new approach to teaching the core concepts and techniques of business and professional communication, this proven text is organized in a way that best reflects the way that students transition from their student environment to their professional careers. Indeed, the fully updated **second edition** of this best-seller continues to focus on helping readers master the skills they need to move from interviewee to team member to leader, and provides unique coverage of some of the greatest challenges of today's workplace, such as the negative impacts of technology and achieving work-life balance.

Quintanilla and Wahl focus on the premise that to demonstrate excellence as professionals, students must first demonstrate excellence as communicators. In this context, they incorporate coverage of the latest cultural, economic, and technological developments in the business world, as they cover communication must-know concepts and skills through the application of their
Four Keys Process:
Know yourself,
Evaluate the professional context,
Your communication interaction occurs, and
Step back and reflect.

Written specifically for business and communication courses, this unique text was built from ground up, and offers real-world cases and applications that bring concepts to life—framing information in a relevant and meaningful context for students

Canavor: Business Writing in the Digital Age

Effective writing—your key to success in today's global business world!

Natalie Canavor presents a step-by-step system that shows what to say and how to say it, along with practical techniques to improve writing skills. The book builds confidence and provides a solid foundation that applies to traditional media, such as letters and proposals, and also to email, blogs, web sites, social media and PowerPoint. Readers develop tools to keep improving on their own and to handle new communication

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