

Business Communication 5th Edition Locker

Watch out, Internet! Babymouse is about to #influence you in the next book in the Babymousetastic, highly illustrated Babymouse: Tales from the Locker series. Babymouse's whiskers are in a twist! Literally. She tries out a new style--the twist--and now everyone wants to know her whisker secrets. When she posts a tutorial online, it immediately goes viral. Babymouse is officially a whisker influencer! But being an online celebrity is no piece of cake! There are trolls, receipts, and tea that somehow gets spilled. #Huh? Can Babymouse hold on to internet fame and keep her whiskers on point? And will someone please explain to her what all these words mean?!

Covering the essentials of effective communication, Business Communication Now equips students for working in the digital, diverse, and global world. Beyond learning fundamental concepts and skills, students will see what communication tasks they will be likely to encounter in a wide array of occupations, and the strategies most likely to succeed. Covering a broad range of topics in less than 500 pages--written, oral, and interpersonal communication--Business Communication Now has the scope of a comprehensive book but the weight of a brief book.

Intended for machinery, mechanism, and device designers; engineers, technicians; and inventors and students, this fourth edition includes a glossary of machine design and kinematics terms; material on robotics; and information on nanotechnology and mechanisms applications.

Delivering Health Care in America, Sixth Edition is the most current and comprehensive overview of the basic structures and operations of the U.S. health system—from its historical origins and resources, to its individual services, cost, and quality. Using a unique “systems” approach, the text brings together an extraordinary breadth of information into a highly accessible, easy-to-read resource that clarifies the complexities of health care organization and finance while presenting a solid overview of how the various components fit together. While the book maintains its basic structure and layout, the Sixth Edition is nonetheless the most substantive revision ever of this unique text. Because of its far-reaching scope, different aspects of the Affordable Care Act (ACA) are woven throughout all 14 chapters. The reader will find a gradual unfolding of this complex and cumbersome law so it can be slowly digested. Additionally, as U.S. health care can no longer remain isolated from globalization, the authors have added new global perspectives, which the readers will encounter in several chapters. Key Features: - Comprehensive coverage of the ACA and its impact on each aspect of the U.S. health care system woven throughout the book - New “ACA Takeaway” section in each chapter as well as a new Topical Reference Guide to the ACA at the front of the book - Updated tables and figures, current research findings, data from the 2010 census, updates on Healthy People 2020, and more - Detailed coverage of the U.S. health care system in straightforward, reader-friendly language that is appropriate for graduate and undergraduate courses alike

NFL head coach Mike Smith lead one of the most remarkable turnarounds in NFL history. In the season prior to his arrival in 2008, the Atlanta Falcons had a 4–12 record and the franchise had never before achieved back-to-back winning seasons. Under Smith’s leadership, the Falcons earned an 11–5 record in his first season and would go on to become perennial playoff and Super Bowl contenders earning Smith AP Coach of year in 2008 and voted Coach of Year by his peers in 2008, 2010 and 2012. You Win in the Locker Room First draws on the extraordinary experiences of Coach Mike Smith and Jon Gordon—consultant to numerous college and professional teams—to explore the seven powerful principles that any business, school, organization, or sports team can adopt to revitalize their organization. Step by step, the authors outline a strategy for building a thriving organization and provide a practical framework that give leaders the tools they need to create a great culture, lead with the right mindset, create strong relationships, improve teamwork, execute at a higher level, and avoid the pitfalls that sabotage far too many leaders and organizations. In addition to sharing what went right with the Falcons, Smith also transparently shares what went wrong his last two seasons and provides invaluable lessons leaders can take away from his victories, success, failures and mistakes. Whether it’s an executive leadership team of a Fortune 500 company, a sports team, an emergency room team, military team, or a school team successful leaders coach their team and develop, mentor, encourage, and guide them. This not only improves the team, it improves the leaders and their relationships, connections, and organization. You Win in the Locker Room First offers a rare behind-the-scenes look at one of the most pressure packed leadership jobs on the planet and what leaders can learn from these experiences in order to build their own winning team.

Watch out, middle school! In her second foray out of graphic novels and into middle grade, Babymouse has a smartphone, and she's not afraid to use it. . . . Ping! Ping! The sound of texting is in the air. Everyone at middle school has a cell phone. Babymouse just has to get one, too. But having a phone is a lot of work! Building up a following on SoFamous, learning text lingo, keeping up with all the important koala videos . . . Babymouse is ready to tear her whiskers out. Why does it suddenly feel like she has no friends? Somehow, Babymouse needs to figure out how to stop worrying and love her smartphone . . . if Locker doesn't eat it first. Highly illustrated with black-and-white art throughout and a dozen or so comic pages, this is the perfect showcase for bestselling authors Jennifer L. Holm and Matthew Holm's signature humor. Middle school may never be the same!

A Strategic Guide to Technical Communication incorporates useful and specific strategies for writers to create aesthetically appealing and usable technical documentation. These strategies have been developed and tested on a thousand students from a number of different disciplines over twelve years and three institutions. The second edition adds a chapter on business communication, reworks the discussion on technical style, and expands the information on visual communication and ethics into free-standing chapters. Particular attention is paid throughout to the needs of Canadian students.

Freedom. Flexibility. Focus. Business Communication: Building Critical Skills was built to provide the ultimate in freedom, flexibility, and focused classroom. Broken into 30 modular chapters, this text provides topic-focused modules, allowing instructors to customize their resources piece-by-piece to best suite their course and teaching style. Each module has a strong workplace activity orientation, supporting students to build critical skills in writing, speaking, and listening. Locker/Kaczmarek is grounded in

solid business communication fundamentals, and supports students to piece together what is needed to be a successful communicator for the 21st century.

3,, 2,, 1 CODE IT! 2012 UPDATE 3rd Edition is your comprehensive learning resource for coding,, combining ICD-9-CM,, CPT,, and HCPCS Level II coding concepts into one convenient package for beginning and more experienced coders alike. This resource includes information about career opportunities for coders,, stresses the importance of joining professional organizations and obtaining credentials,, and explains how to develop opportunities for career advancement. When you are ready to earn a coding credential,, 3,, 2,, 1 CODE IT! 2012 UPDATE 3rd Edition will help you prepare and practice for your professional career.

The Boy's Body Book is here to help with expert advice, common sense tips, fast facts, and answers to all questions a boy might have about growing up.

Travis Maddox, Eastern University's playboy, makes a bet with good girl Abby that if he loses, he will remain abstinent for a month, but if he wins, Abby must live in his apartment for the same amount of time.

The Problems Book helps students appreciate the ways in which experiments and simple calculations can lead to an understanding of how cells work by introducing the experimental foundation of cell and molecular biology. Each chapter reviews key terms, tests for understanding basic concepts, and poses research-based problems. The Problems Book has be

A unique approach to a hands-on course, written by the same author of Business and Administrative Communication, this completely new approach is devised and created with the assistance of a community college colleague. The innovative module structure allows instructors to focus on specific skills and provides greater flexibility for short courses and different teaching approaches. While grounded in solid business communication fundamentals, this paperback takes a strong workplace activity orientation which helps students connect what they learn to what they do or will do on the job.

It's a new kind of book for Babymouse Fans of Dork Diaries, Diary of a Wimpy Kid, and James Patterson's Middle School books, this is going to be epic. . . . For Babymouse, middle school is like a monster movie. You can never be sure who's a friend and who's an enemy, and the halls are filled with mean-girl zombies. Instead of brains, the zombies hunger for stuff--the perfect wedge sandals or the right shade of sparkly lip gloss--and they expect everyone to be just like them. But Babymouse doesn't want to fit in--she wants to stand out So she joins the film club to write and direct a sweeping cinematic epic. Will making the film of her dreams turn into a nightmare? Thanks to Babymouse, middle school gets schooled in this hilarious new series from bestselling authors Jennifer L. Holm and Matthew Holm.

#1 NEW YORK TIMES BESTSELLER • NOW A MAJOR MOTION PICTURE • Look for special features inside. Join the Random House Reader's Circle for author chats and more. In boyhood, Louis Zamperini was an incorrigible delinquent. As a teenager, he channeled his defiance into running, discovering a prodigious talent that had carried him to the Berlin Olympics. But when World War II began, the athlete became an airman, embarking on a journey that led to a doomed flight on a May afternoon in 1943. When his Army Air Forces bomber crashed into the Pacific Ocean, against all odds, Zamperini survived, adrift on a foundering life raft. Ahead of Zamperini lay thousands of miles of open ocean, leaping sharks, thirst and starvation, enemy aircraft, and, beyond, a trial even greater. Driven to the limits of endurance, Zamperini would answer desperation with ingenuity; suffering with hope, resolve, and humor; brutality with rebellion. His fate, whether triumph or tragedy, would be suspended on the fraying wire of his will. Appearing in paperback for the first time—with twenty arresting new photos and an extensive Q&A with the author—Unbroken is an unforgettable testament to the resilience of the human mind, body, and spirit, brought vividly to life by Seabiscuit author Laura Hillenbrand. Hailed as the top nonfiction book of the year by Time magazine • Winner of the Los Angeles Times Book Prize for biography and the Indies Choice Adult Nonfiction Book of the Year award “Extraordinarily moving . . . a powerfully drawn survival epic.”—The Wall Street Journal “[A] one-in-a-billion story . . . designed to wrench from self-respecting critics all the blurby adjectives we normally try to avoid: It is amazing, unforgettable, gripping, harrowing, chilling, and inspiring.”—New York “Staggering . . . mesmerizing . . . Hillenbrand’s writing is so ferociously cinematic, the events she describes so incredible, you don’t dare take your eyes off the page.”—People “A meticulous, soaring and beautifully written account of an extraordinary life.”—The Washington Post “Ambitious and powerful . . . a startling narrative and an inspirational book.”—The New York Times Book Review “Magnificent . . . incredible . . . [Hillenbrand] has crafted another masterful blend of sports, history and overcoming terrific odds; this is biography taken to the nth degree, a chronicle of a remarkable life lived through extraordinary times.”—The Dallas Morning News “An astonishing testament to the superhuman power of tenacity.”—Entertainment Weekly “A tale of triumph and redemption . . . astonishingly detailed.”—O: The Oprah Magazine “[A] masterfully told true story . . . nothing less than a marvel.”—Washingtonian “[Hillenbrand tells this] story with cool elegance but at a thrilling sprinter’s pace.”—Time “Hillenbrand [is] one of our best writers of narrative history. You don’t have to be a sports fan or a war-history buff to devour this book—you just have to love great storytelling.”—Rebecca Skloot, author of The Immortal Life of Henrietta Lacks

This memoir of a veteran NASA flight director tells riveting stories from the early days of the Mercury program through Apollo 11 (the moon landing) and Apollo 13, for both of which Kranz was flight director. Gene Kranz was present at the creation of America’s manned space program and was a key player in it for three decades. As a flight director in NASA’s Mission Control, Kranz witnessed firsthand the making of history. He participated in the space program from the early days of the Mercury program to the last Apollo mission, and beyond. He endured the disastrous first years when rockets blew up and the United States seemed to fall further behind the Soviet Union in the space race. He helped to launch Alan Shepard and John Glenn, then assumed the flight director’s role in the Gemini program, which he guided to fruition. With his teammates, he accepted the challenge to carry out President John F. Kennedy’s commitment to land a man on the Moon before the end of the 1960s. Kranz recounts these thrilling historic events and offers new information about the famous flights. What appeared as nearly flawless missions to the Moon were, in fact, a series of hair-raising near misses. When the space technology failed, as it sometimes did, the controllers’ only recourse was to rely on their skills and those of their teammates. He reveals behind-the-scenes details to demonstrate the leadership, discipline, trust, and teamwork that made the space program a success. A fascinating firsthand account by a veteran mission controller of one of America’s greatest achievements, Failure is Not an Option reflects on what has happened to the space program and offers his own bold suggestions about what we ought to be doing in space now.

You’re Never Too Young to Fight Censorship! In Ban This Book by Alan Gratz, a fourth grader fights back when From the Mixed-Up Files of Mrs. Basil E. Frankweiler by E. L. Konigsburg is challenged by a well-meaning parent and taken off the shelves of her school library. Amy Anne is shy and soft-spoken, but don’t mess with her when it comes to her favorite book in the whole world. Amy Anne and her lieutenants wage a battle for the books that will make you laugh and pump your fists as they start a secret banned books locker library, make up ridiculous reasons to ban every single book in the library to make a point, and take a stand against censorship. Ban This Book is a stirring defense against censorship that’s perfect for middle grade readers. Let kids know that they can make a difference in their schools, communities, and lives! “Readers, librarians, and all those books that have drawn a challenge have a brand new hero.... Stand up and cheer, book lovers. This one’s for you.” —Kathi Appelt, author of the Newbery Honor-winning The Underneath “Ban This Book is absolutely brilliant and belongs on the shelves of every library in the multiverse.”—Lauren Myracle, author of the bestselling Internet Girls series, the most challenged books of 2009 and 2011 “Quick paced and with clear, easy-to-read prose, this is a book poised for wide readership and classroom use.”—Booklist “A stout defense of the right to read.” —Kirkus Reviews “Gratz delivers a book lover’s book that speaks volumes about kids’ power to effect change at a grassroots level.” —Publishers Weekly At the Publisher's request, this title is being sold without Digital

Rights Management Software (DRM) applied.

Thirty million presentations will be given today. Millions will fail. Millions more will be received with yawns. A rare few will establish the most profound connection, in which presenter and audience understand each other perfectly...discover common ground... and, together, decide to act. In this fully updated edition, Jerry Weissman, the world's #1 presentation consultant, shows how to connect with even the toughest, most high-level audiences...and move them to action! He teaches presenters of all kinds how to dump those PowerPoint templates once and for all and tell compelling stories that focus on what's in it for the audience. Weissman's techniques have proven themselves with billions of dollars on the line. Thousands of his elite clients have already mastered them. Now it's your turn! • What you must do to tell your story Focus before Flow: identifying your real goals and message • The power of the WIIFY: What's In It For You Staying focused on what your audience really wants • Capture your audience in 90 seconds... and never let go! Opening Gambits and compelling linkages • Master the art of online Web conferencing Connecting with your invisible audience • From brainstorming through delivery Crafting the Power Presentation, one step at a time Named by FORTUNE Magazine as a "Must-Read" "Jerry Weissman makes the challenge of producing and delivering effective presentations delightfully simple. Read it and benefit!" Tim Koogle, Founding CEO, Yahoo! "A great read for all of us who have ever struggled with any aspect of our public speaking skills. Presenting to Win contains the same timeless techniques that helped me [18] years ago." Jeff Raikes, former President, Microsoft Business Division, Microsoft Corporation, and CEO, Bill and Melinda Gates Foundation "Jerry is The Man when it comes to making great pitches. If your pitch doesn't get a whole lot better after reading this book, something is wrong with you." Guy Kawasaki, Managing Director and Chairman, Garage Technology Ventures, and bestselling author of The Art of the Start "Presenting to Win is the shortest path to applause for any presenter. It will be your bible for the PowerPoint Age. It's loaded with easy actions and real examples that really work. I've used them. I know." Scott Cook, Founder, Intuit

A Strategic Guide to Technical Communication incorporates useful and specific strategies for writers, to enable them to create aesthetically appealing and usable technical documentation. These strategies have been developed and tested on a thousand students from a number of different disciplines over twelve years and three institutions. The second edition adds a chapter on business communication, reworks the discussion on technical style, and expands the information on visual communication and ethics into free-standing chapters. The text is accompanied by a passcode-protected website containing materials for instructors (PowerPoint lectures, lesson plans, sample student work, and helpful links).

Journalist Walls grew up with parents whose ideals and stubborn nonconformity were their curse and their salvation. Rex and Rose Mary and their four children lived like nomads, moving among Southwest desert towns, camping in the mountains. Rex was a charismatic, brilliant man who, when sober, captured his children's imagination, teaching them how to embrace life fearlessly. Rose Mary painted and wrote and couldn't stand the responsibility of providing for her family. When the money ran out, the Walls retreated to the dismal West Virginia mining town Rex had tried to escape. As the dysfunction escalated, the children had to fend for themselves, supporting one another as they found the resources and will to leave home. Yet Walls describes her parents with deep affection in this tale of unconditional love in a family that, despite its profound flaws, gave her the fiery determination to carve out a successful life. -- From publisher description.

This book has been designed strictly according to the syllabus of U.P. Technical University, Lucknow, for the core subjects offered to the management students. The book provides a complete view of communication used in business and helps students develop effective communication skills. The book is segregated into ten chapters of which the first chapter deals with the basics of communication and its role in the business cycle. Some chapters detail communication of different types and its relationship with organization, and in technological evolution in the present day scenario. Other chapters describe correspondence and report writing, presentation skills and how to tackle case studies.

Business Law, 5th Edition (James et al.) is written for business students to provide a clear and accessible introduction to the legal system. Business law courses are the first exposure to law for many business students and the first time they are obliged to think deeply about the discipline. This updated edition presents business law in a practical context rather than the doctrinal context that many major legal publishers use. The Business Law interactive e-text features a range of instructional media content designed to provide students with an engaging learning experience. This includes practitioner videos from Herbert Smith Freehills, animated work problems and questions with immediate feedback. This new edition is a unique resource that can form the basis of a blended learning solution for lecturers.

NEW YORK TIMES BESTSELLER • This instant classic explores how we can change our lives by changing our habits. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Wall Street Journal • Financial Times In The Power of Habit, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives. With a new Afterword by the author "Sharp, provocative, and useful."—Jim Collins "Few [books] become essential manuals for business and living. The Power of Habit is an exception. Charles Duhigg not only explains how habits are formed but how to kick bad ones and hang on to the good."—Financial Times "A flat-out great read."—David Allen, bestselling author of Getting Things Done: The Art of Stress-Free Productivity "You'll never look at yourself, your organization, or your world quite the same way."—Daniel H. Pink, bestselling author of Drive and A Whole New Mind "Entertaining . . . enjoyable . . . fascinating . . . a serious look at the science of habit formation and change."—The New York Times Book Review

The critically acclaimed, award-winning, modern classic Speak is now a stunning graphic novel. "Speak up for yourself—we want to know what you have to say." From the first moment of her freshman year at Merryweather High, Melinda knows this is a big fat lie, part of the nonsense of high school. She is friendless—an outcast—because she busted an end-of-summer party by calling the cops, so now nobody will talk to her, let alone listen to her. Through her work on

an art project, she is finally able to face what really happened that night: She was raped by an upperclassman, a guy who still attends Merryweather and is still a threat to her. With powerful illustrations by Emily Carroll, Laurie Halse Anderson's *Speak: The Graphic Novel* comes alive for new audiences and fans of the classic novel. This title has Common Core connections.

La Guía del Conocimiento para la Gestión de Datos (DAMA-DMBOK2) presenta una visión exhaustiva de los desafíos, complejidades y valor de la gestión eficaz de los datos. Las organizaciones de hoy en día reconocen que la gestión de los datos es fundamental para su éxito. Reconocen que los datos tienen valor y quieren aprovechar ese valor. A medida que nuestra capacidad y deseo de crear y explotar datos ha aumentado, también lo ha hecho la necesidad de prácticas de gestión de datos confiables. La segunda edición de la Guía del Conocimiento para la Gestión de Datos de DAMA International actualiza y aumenta el exitoso DMBOK1. DMBOK2, un libro de referencia accesible y autorizado, escrito por los principales pensadores en el campo y ampliamente revisado por los miembros de DAMA, reúne materiales que describen exhaustivamente los desafíos de la gestión de datos y cómo cumplirlos mediante:

- Definir un conjunto de principios rectores para la gestión de datos y describir cómo se pueden aplicar estos principios dentro de las áreas funcionales de gestión de datos.
- Proporcionar un marco de referencia funcional para la implementación de prácticas de gestión de datos empresariales, incluyendo prácticas, métodos y técnicas ampliamente adoptadas, funciones, roles, entregables y métricas.
- Establecer un vocabulario común para los conceptos de gestión de datos y servir de base para las mejores prácticas para los profesionales de la gestión de datos.

DAMA-DMBOK2 proporciona a los profesionales de la gestión de datos y de TI, a ejecutivos, trabajadores del conocimiento, educadores e investigadores un marco para gestionar sus datos y madurar su infraestructura de información, basado en estos principios:

- Los datos son un activo con propiedades únicas
- El valor de los datos puede y debe expresarse en términos económicos
- Gestionar los datos significa gestionar la calidad de los datos
- Se necesitan metadatos para gestionar los datos
- Se necesita planificación para gestionar los datos
- La gestión de datos es multifuncional y requiere una amplia gama de habilidades y experiencia
- La gestión de datos requiere una perspectiva empresarial
- La gestión de datos debe tener en cuenta una serie de perspectivas
- La gestión de datos es la gestión del ciclo de vida de los datos
- Los diferentes tipos de datos tienen diferentes requerimientos de ciclo de vida
- La gestión de datos incluye la gestión de los riesgos asociados a los datos
- Los requerimientos de gestión de datos deben impulsar las decisiones sobre tecnología de la información
- Una gestión eficaz de los datos requiere un compromiso de liderazgo

Los capítulos incluyen:

- Gestión de Datos
- Manejo Ético de los Datos
- Gobierno de Datos
- Arquitectura de Datos
- Modelado y Diseño de Datos
- Almacenamiento de Datos y Operaciones
- Seguridad de Datos
- Integración de Datos e Interoperabilidad
- Gestión de Documentos y Contenidos
- Datos Maestros y de Referencia
- Data Warehousing e Inteligencia de Negocios
- Gestión de Metadatos
- Calidad de Datos
- Big Data y Ciencia de Datos
- Evaluación de la Madurez de la Gestión de Datos
- Organización de la Gestión de Datos y Expectativas de Roles
- Gestión de Datos y Gestión del Cambio Organizacional

La estandarización de las disciplinas de gestión de datos ayudará a los profesionales de la gestión de datos a desempeñarse de forma más eficaz y consistente. También permitirá a los líderes de la organización reconocer el valor y las contribuciones de las actividades de gestión de datos.

What measures do German SMEs take to successfully present themselves on the international market place? In contrast to larger groups, where dedicated communication departments cooperate closely with renowned advertising agencies to disseminate the marketing message and to reach exactly the right target groups, corporate communication in medium-sized companies is often characterised by ad-hoc decisions, tight budgets and a lower esteem for the value of professional communication. This empirical survey investigates "International Communication Strategies in SMEs", uncovers reasons and consequences of this approach, illuminates the role of the English language in international marketing and provides tangible tips what SMEs can do to improve their international market presence.

BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 9E offers a realistic approach to communication in today's organizations. The text covers the most important business communication concepts in detail and thoroughly integrates coverage of today's social media and other communication technologies. Building on core written and oral communication skills, the ninth edition helps readers make sound medium choices and provides guidelines and examples for the many ways people communicate at work. Readers learn how to create PowerPoint decks, use instant messaging and texting effectively at work, engage customers using social media, lead web meetings and conference calls, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Supercharge your writing skills . . . by the end of the week! In the workplace, your writing speaks volumes about you. Whether you're crafting a three-line message or a 300-page report, you need to write in a polished, professional way—regardless of your position or profession. The McGraw-Hill 36-Hour Course in Business Writing and Communication puts you on the fast track to becoming a strong, persuasive business writer. Complete with exercises, self-tests, and an online final exam, this multifaceted business writing "course" teaches you how to: **SEIZE READERS' INTEREST INSTANTLY ELIMINATE NONSPECIFIC WORDS AND PHRASES MANAGE CROSS-CULTURAL WRITING CRAFT COMPELLING ONLINE COPY CREATE POWERFUL PRESENTATIONS** Present yourself at the top of your game in every e-mail, memo, report, and presentation with The McGraw-Hill 36-Hour Course in Business Writing and Communication!

BDT takes a business-first approach, improving students' perception of the value of IS within the business discipline. This perspective allows instructors to more easily demonstrate how technology and systems support business performance and growth. The adaptive chapter/plugin organization enables the instructor to adjust content according to their business or technical preferences.

This textbook provides a comprehensive introduction for students and professionals who are studying English for business or workplace communication and covers both spoken and written English. Based on up-to-date research in business communication and incorporating an international range of real-world authentic texts, this book deals with the realities of communication in business today. Key features of this book include: use of English in social media that reflects recent trends in business communication; coverage of the concept of communicative competence; analysis of email communication; introduction to informal English and English for socialisation as well as goodwill messages, such as thank you or appreciation messages, which are a part of everyday interaction in the workplace; examination of persuasive messages and ways to understand such messages; an e-resources website that includes authentic examples of different workplace genres and a reference section covering relevant

research studies and weblinks for readers to better understand the topics covered in each chapter. This book goes beyond the traditional coverage of business English to provide a broad and practical textbook for those studying English in a workplace setting.

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