

Business communication today

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Abstrak

The field's leading text for more than two decades, *Business Communication Today* continues to provide the cutting-edge coverage that readers can count on to prepare them for real business practice. Other textbooks release new editions that don't reflect their copyright year, training readers in practices from last decade. Bovee/Thill provides real-world training for the business world of today and tomorrow. This edition includes up-to-date coverage of the social communication model that's redefining business communication and reshaping the relationships between companies and their stakeholders.