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Business Communication Essentials FOURTH EDITION Courtland L. Bovee Professor of Business Communication C. Allen Paul Distinguished Chair Grossmont College John V. Thill Chairman and Chief Executive Officer Global Communication Strategies Boston Columbus Indianapolis New York San Francisco Upper Saddle River Amsterdam Cape Town Dubai London

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Effective business communication in organisations, 4th edition, builds on traditional communication forms with up-to-date theory. It discusses new communication trends and the changing nature of communication in businesses.

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Communication tools can be divided into two types: Personal communication tools: Personal communication tools are those in which two or more people communicate with one another. Word of mouth is the primary means of personal communication. There are various other Medias of personal communication also such as e-mail.

Chapter 1

Business Communication for Success (BCS) provides a comprehensive, integrated approach to the study and application of written and oral business communication to serve both student and professor.

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