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Effective Business Communication 1st Edition

A definite eye-opener, business owners need to start taking action by implementing the use of effective business communication. In making it a high priority, company owners can check for communication issues and try to improve them, by offering a variety of solutions in the workplace.

What Is Effective Business Communication And Why Is It

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Prior to his consulting career, Dr. Ober was Professor of Business at Ball State University. In addition to having taught Business Communication for over twenty years, he served as Editor of the Business Communication Quarterly for 1995 and 1996 and conducted an MBA-level Distance Learning Program through Ball State University.

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CHAPTER 1 BUSINESS COMMUNICATION ESSENTIALS OF

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