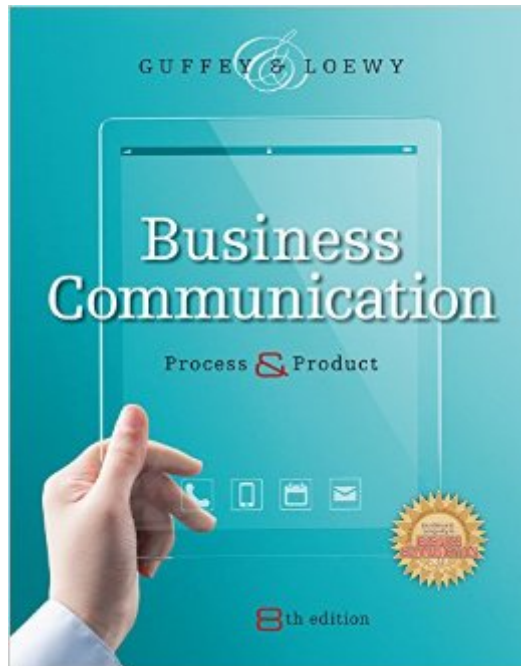# Business Communication: Process & Product (Book Only)

Synopsis

A trusted market leader, BUSINESS COMMUNICATION: PROCESS AND PRODUCT presents the market's most innovative coverage of workplace communication skills with an expanded emphasis on digital writing. Compelling, new infographics and a vibrant new design appeal to today's visual learners. Most importantly, the hallmark features that made Guffey the market leader ? abundant model documents, the 3x3 writing process, case studies, and an efficient 16-chapter format ? continue to enhance student learning and comprehension. Vast instructor resources, including new video-enhanced PowerPoint slides, help new and veteran instructors plan and manager their courses.

Book Information

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Customer Reviews

Required book for my college class. If you go to Baker College in Michigan you can actually get through the class without this book. I have used it once for an in class assignment and a few other times as reference for formatting. For the formatting I could have just looked it up online or used another book I already owned.The contents of the book are okay, if you are wanting something up to date to use as a reference when writing an work related material (professional emails, memos, etc.) this is a good book to have. But it is horribly over priced.

Wife needed it for college and it was available for instant download on all of our devices equipped with the Kindle Reading App. Very Easy and Very Fast. Will definitely use this method in the future again.

This text is verbose. The authors should heed their own advice and revise for brevity.

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I can't believe how overpriced this textbook is!! And not only that, the access code that it came with that I need for my class does not work so I had to buy a separate copy from the school bookstore!!

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This book is awesome for business and other career majors looking to get back in the job scene. the information provided in this book is willing for some to buy it. besides the long chapters this gets a five star.

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