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Ministries : Greater New York Conference Manhasset NY Ober prepares students for business communication by employing a hands-on approach, connecting topics, examples and exercises to the modern workplace.Ober is the author of 'Contemporary Business Communication (Hardcover)', published 2007 under ISBN 9780618990481 and ISBN 0618990488.

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Contemporary Business Communication prepares students for business communication by employing a hands-on approach--connecting topics, examples, and exercises to the modern workplace. The text provides ample opportunity for students to practice their oral and written skills, and includes strategies for using email, voicemail, the Internet, and other innovations in communication technology. The streamlined Seventh Edition has been completely updated to reflect current trends and practices in the world of business. The revised textbook package now features a web-based version of the Urban Systems Case Study Simulation with an updated, student-friendly BusCom online writing tutorial. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This package is for any undergraduate business students who are looking to improve their written communication skills. This new textbook will aid students as both a workbook and a Handbook of Grammar, Mechanics, and word usage, all-in-one package.

A Practical, Strategic Approach to Managerial Communication Managerial Communication: Strategies and Applications focuses on communication skills and strategies that managers need to be successful in today's workplace. Known for its holistic overview of communication, solid research base, and focus on managerial competencies, this text continues to be the market leader in the field. In the Seventh Edition, author Geraldine E. Hynes and new co-author Jennifer R. Veltsos preserve the book's strategic perspective and include new updates to reflect the modern workplace. The new edition adds a chapter on visual communication that explains how to design documents, memorable presentations, and impactful graphics. New coverage of virtual teams, virtual presentations, and online communication help students avoid common pitfalls when using technology.

Among the main topics addressed by this text are contracts, sales, commercial paper, debtor-creditor relations, property, business organizations, and government regulation of business. Each chapter contains a list of major topics, a summary list of key terms, and questions and problems.

Transform your students into smart, savvy consumers of the media. Mass Communication: Living in a Media World (Ralph E. Hanson) provides students with comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis, robust pedagogy, and fun, conversational writing. In every chapter of this bestselling text, students will explore the latest developments and current events that are rapidly changing the media landscape. This newly revised Sixth Edition is packed with contemporary examples, engaging infographics, and compelling stories about the ways mass media shape our lives. From start to finish, students will learn the media literacy principles and critical thinking skills they need to become savvy media consumers.

Written in a conversational style that transforms complex ideas into accessible ones, this international best-selling textbook provides an interdisciplinary review of the theories and research in cross-cultural psychology. The text's unique critical thinking framework, including Critical Thinking boxes, helps students develop analytical skills. Exercises interspersed throughout promote active learning and encourage class discussion. Case in Point sections review controversial issues and opinions about behavior in different cultural contexts. Cross-Cultural Sensitivity boxes underscore the importance of empathy in communication. Numerous applications prepare students for working in various multicultural contexts such as teaching, counseling, health care, and social work. New to the 7th Edition: over 190 recent references, particularly on studies of non-Western regions such as the Middle East, Africa, Asia, and Latin America, as well as the United States and Europe. broader discussion of gender roles and health behaviors across cultures. new discussions related to the psychological fallout of both globalization and anti-globalization tendencies. greater attention shifted from general psychological theories to specific challenges of cross-cultural psychology. new or revised chapter openings that draw upon current events. more examples related to the experiences of international students in the United States and indigenous people. updated figures, tables, and graphs that are also available for download for instructors to utilize in their online teaching. new research on global trends, nationalism, gender, race, religious beliefs, parenting styles, sexual orientation, ethnic identity and stereotypes, immigration, intelligence, substance abuse, states of consciousness, DSM-5, cultural customs, evolutionary psychology, treatment of psychological disorders, and acculturation. online resources for instructors and students. The dynamic author team brings a diverse set of experiences in writing this text that provides cross-cultural perspectives on topics such as sensation, perception, consciousness, intelligence, human development, emotion, motivation, social perception, personality, psychological disorders, and various applied topics.

Jones and George are dedicated to the challenge of "Making It Real" for students. As a team, they are uniquely qualified to write about the organizational challenges facing today's managers. No other author team in the management discipline matches their combined research and text-writing experience. Essentials of Management concisely surveys current management theories and research. Through a variety of real world examples from small, medium, and large companies the reader learns how those ideas are used by practicing managers. The organization of this text follows the mainstream functional approach of planning, organizing, leading, and controlling; but the content is flexible and encourages instructors to use the organization they are most comfortable with. The themes of diversity, ethics, and information technology are clearly evident through in-text examples, photographs, "unboxed" stories, and the end-of-chapter material - all areas of importance that truly serve to bring to life the workplace realities that today's student will encounter in the course of a career.

The Law of Journalism and Mass Communication, Sixth Edition, by Robert Trager, Susan Dente Ross, and Amy Reynolds offers a clear and engaging introduction to media law with comprehensive coverage and analysis of key cases for future journalists and media professionals. You are introduced to key legal issues at the start of each chapter, building your critical thinking skills before progressing to real-world landmark cases that demonstrate how media law is applied today. Contemporary examples, emerging legal topics, international issues, and cutting-edge research all help you to retain and apply principles of media law in practice. The thoroughly revised Sixth Edition has been reorganized and shortened to 12 chapters, streamlining the content and offering instructors more opportunities for classroom activities. This edition also goes beyond the judiciary—including discussions of tweets and public protests, alcohol ads in university newspapers, global data privacy and cybersecurity, libel on the internet, and free speech on college campuses—to show how the law affects the ways mass communication works and how people perceive and receive that work.

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