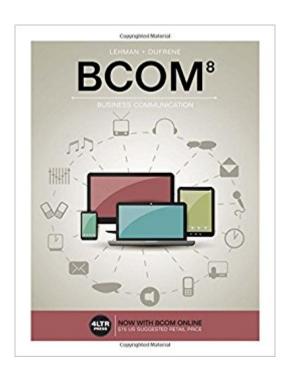


The book was found

BCOM (with BCOM Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)





Synopsis

Through ongoing research into students' workflows and preferences, BCOM from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore BCOM anywhere, anytime, and on most devices with BCOM Online! With the intuitive StudyBitsâ,¢ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, BCOM8 with BCOM Online engages students of all generations and learning styles, and integrates seamlessly into your business communications course. BCOM8 features an expanded discussion of crisis communications.

Book Information

Series: New, Engaging Titles from 4LTR Press

Paperback: 298 pages

Publisher: South-Western College Pub; 8 edition (January 26, 2016)

Language: English

ISBN-10: 1305660862

ISBN-13: 978-1305660861

Product Dimensions: 10.8 x 8.5 x 0.7 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 7 customer reviews

Best Sellers Rank: #23,558 in Books (See Top 100 in Books) #59 in Books > Textbooks >

Business & Finance > Business Communication #193 in Books > Business & Money > Skills >

Communications

Customer Reviews

Get Ahead with Lehman/DuFreneâ ÂTMs BCOM View larger View larger
View larger View larger Anytime, Anywhere with 4LTR Press Online New 4LTR
Press Online: Bcom Online allows easy exploration of the BCOM anywhere, anytime - including on your device! Collect your notes and create StudyBits from interactive content as you go to remember whatâ ÂTMs important. Then, either use preset study resources, or personalize the product through easy-to-use tags and filters to prioritize your study time. Make and review flashcards, review related content, connect with classmates and track your progress with Concept Tracker. Add in access to assignments and documents from your instructor, and you have

everything you need in one place and always accessible! Shorter Chapters Shorter chapters in a design that \$\tilde{A}\tilde{\tilde{A}}\tilde{A}^{TM}\$ seasy to reference presents business communication content in a more convenient and accessible style, complete with visuals to help you better recall the content. Tear-Out Review Cards Tear-Out Review Cards at the back of the textbook provide a portable study tool containing all of the pertinent information for class and test preparation. Relevant Material Model documents throughout the text demonstrate the right and wrong way to communicate in a wide variety of business situations.

"I used all aspects of the 4LTR Press solutions. I found them very helpful study tools.""The online help was great. The games made it so it wasn't boring and I retained more of the information.""I like the online quizzes. They are very helpful. So are the chapter review cards. I use them before each exam."

Dr. Lehman is a professor emerita in the Management and Information Systems Department at Mississippi State University, an AACSB-accredited school. She has more than 25 years of experience teaching business communication. Dr. Lehman earned a bachelor's and master's degrees in business education from the University of Southern Mississippi, and her doctorate from the University of Arkansas. Dr. Lehman has taught organizational communication, a core requirement for all business majors, and an MBA-level multimedia presentations course. She is a frequent presenter at the national and regional meetings of the Association for Business Communication, for which she and Dr. DuFrene sponsor the Meada Gibbs Outstanding Teacher Award. Her consulting and training activities for industry have focused on multimedia development, business presentations, and written communication. Dr. DuFrene is an associate dean of the Rusche College of Business at Stephen F. Austin State University, an AACSB-accredited school. She has more than 25 years of experience teaching business communication, including 20 years at Stephen F. Austin. Dr. DuFrene earned her bachelor's and master's degrees in business education from Nicholls State University, and her doctorate from the University of Houston. She serves on the international board of directors for the Association for Business Communication and has been a business communication consultant to various organizations from the business, industry, and education sectors. She and Dr. Lehman sponsor the Meada Gibbs Outstanding Teacher Award for the Association for Business Communication (ABC).

Totally not worth the money. Everyone should just refuse to buy textbooks for college and simply

look everything up online until who ever decides these prices stops screwing everyone.

Will keep this book has great examples of emails and letters

New. Product received was as described.

Excellent

Book came damaged and the access card with the code was opened. Good price though.

Great Product

Fine

Download to continue reading...

BCOM (with BCOM Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) HDEV (with HDEV Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON MACRO (with ECON MACRO Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) PFIN (with PFIN Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CFIN (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) GLOBAL (with GLOBAL Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ORGB (with ORGB Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CB (with CB Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG 9 (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) SELL (with SELL5 Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) COMM (with COMM Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) SPEAK (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) NUTR (with NUTR Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CMPTR (with CMPTR Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CJ (with CJ Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG (with MKTG Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON MICRO (with ECON MICRO Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from

4LTR Press) HR (with HR Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MGMT (with MGMT Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) BUSN (with BUSN Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press)

Contact Us

DMCA

Privacy

FAQ & Help