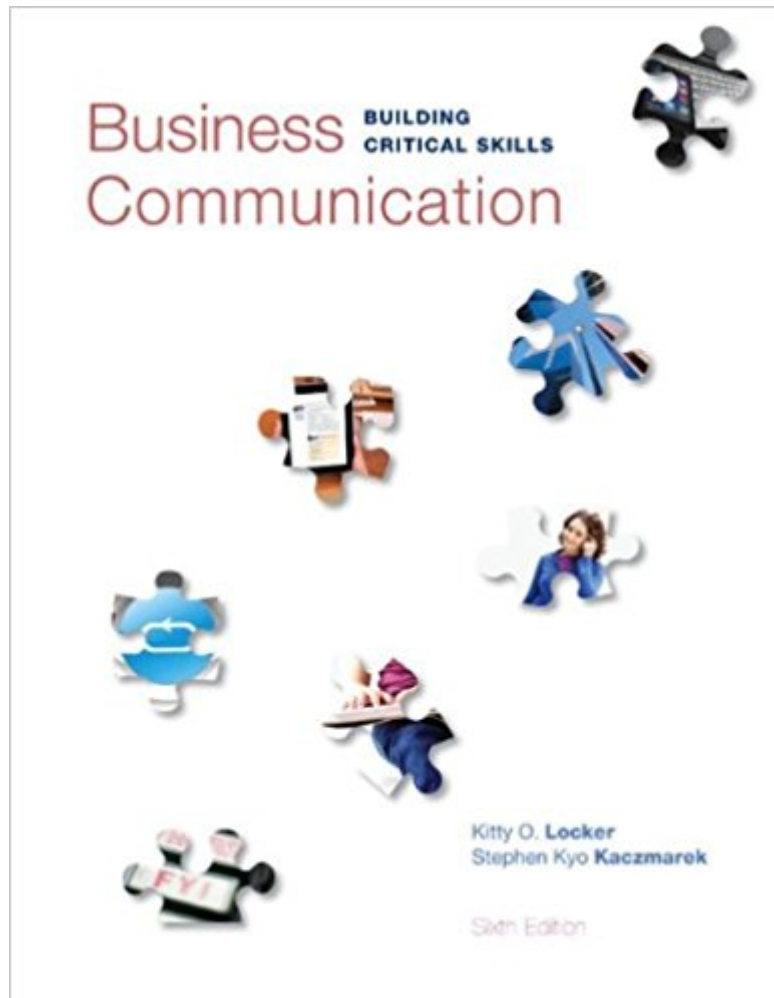


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# Business Communication: Building Critical Skills



## Synopsis

Freedom. Flexibility. Focus. Business Communication: Building Critical Skills was built to provide the ultimate in freedom, flexibility, and focused classroom. Broken into 30 modular chapters, this text provides topic-focused modules, allowing instructors to customize their resources piece-by-piece to best suite their course and teaching style. Each module has a strong workplace activity orientation, supporting students to build critical skills in writing, speaking, and listening. Locker/Kaczmarek is grounded in solid business communication fundamentals, and supports students to piece together what is needed to be a successful communicator for the 21st century.

## Book Information

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## Customer Reviews

Kitty O. Locker was an Associate Professor of English at The Ohio State University, where she taught courses in workplace discourse and research methods. She received her B.A. from DePauw University and her M.A. and Ph.D. from the University of Illinois at Urbana. She also wrote *Business and Administrative Communication* (6th ed., Irwin/McGraw-Hill, 2003), *The Irwin Business Communication Handbook: Writing and Speaking in Business Classes* (1993), and co-edited *Conducting Research in Business Communication* (1988). Her consulting clients included URS Greiner, Abbott Laboratories, the Ohio Civil Service Employees Association, AT&T, and the American Medical Association. In 1994-1995, she served as President of the Association for Business Communication (ABC). From 1997 to 2000, she edited *ABC's Journal of Business Communication*. She received *ABC's Outstanding Researcher Award* in 1992 and *ABC's Meada Gibbs Outstanding Teacher Award* in 1998. Stephen Kyo Kaczmarek is

an Assistant Professor at Columbus State Community College. He teaches business and technical communication, composition, creative writing, journalism, public relations, freshman experience, and courses in film and literature he has designed. Steve received an M.A. in English and B.A.s in journalism and English from Ohio State. His consulting clients have included Nationwide Insurance, The Ohio Historical Society, The Ohio Association of Historical Societies and Museums, The Ohio Museums Association, United Energy Systems, etc. Prior to joining Columbus State, Steve managed staff development and information for the Franklin County, Ohio, Commissioners.

used this for an online business comm class; tbh I didn't read much of it, but it has so many visual examples I passed my class with an A just by looking at the examples! :) From what I did read, it does have good advice and little boxes with "tips", so that was very helpful also.

I just rented this text for a Professional Communications class. I am only at the 7th Module and am considering paying the difference so that I may keep it as a reference. I am honestly learning invaluable skills that will help me communicate efficiently and effectively the rest of my life, both inside and outside business settings.

A+

I love the way this book is written. Tons of simple, useful, practical information. I enjoyed it so much, I cried a little when I learned Kitty Locker had passed on.

Same as the US version! Now I will be buying all my textbooks international version because it really saves you money. At my colleges bookstore the book was 200\$ and I bought this one for 30\$. And they are the same in the inside.

The book was exactly as how described. The price to rent it is reasonable, and the return process is hassle free. I am a happy customer for sure.

The service I received was outstanding. I ordered the book a couple of days before my class started. The book was shipped the same day. I received it within three business days. This book is very helpful. It is an easy read with current examples that allow for a better understanding of the text. The course I'm taking is an online course. This book has exciting case studies and very

colorful. It is a great reference book when writing business letters or memos.

Thank you.

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