

New Perspectives: Portfolio Projects for Business Communication (New Perspectives Series)

By Carol M. Cram



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NEW PERSPECTIVES: PORTFOLIO PROJECTS FOR BUSINESS COMMUNICATION, Second Edition, teaches students how to communicate effectively in today's constantly changing business environment. By solving realistic business case problems, students learn how to create a wide range of business documents and oral presentations, use technology to communicate effectively, address the needs of diverse audiences, and consider the ethical implications of their communication practices.



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Sales Rank: #1275036 in BooksBrand: Brand: Cengage Learning

Published on: 2009-04-14Original language: English

• Number of items: 1

• Dimensions: 10.50" h x 8.25" w x .50" l, 1.35 pounds

• Binding: Paperback

• 304 pages

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Review

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About the Author

Carol M. Cram is the author of more than 35 textbooks on computer applications, business communications, and Internet-related subjects. Ms. Cram was also a long-time faculty member at Capilano College in North Vancouver, where she served as the Convenor of the Executive Support Program, the Program Consultant for Business and Computers in Continuing Education, and an instructor of business and computer-related courses.

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