

Business Communication

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Communication Classroom Kristen Getchell, Paula Lentz, 2018-09-10 Winner of the Association for Business Communication s 2019 Distinguished Book Award Rhetorical Theory and Praxis in the Business Communication Classroom responds to a significant need in the emerging field of business communication as the first collection of its type to establish a connection between rhetorical theory and practice in the business communication classroom The volume includes topics such as rhetorical grammar genre awareness in business communication theory the role of big data in message strategy social media and memory and the connection between rhetorical theory and entrepreneurship These essays provide the business communication scholar practitioner and program administrator insight into the rhetorical considerations of the business communication landscape [Business Communications](#) Ruth M. Walsh, Stanley J. Birkin, 1980-02-15 More than 1600 entries books journal articles reports and dissertations are included in this bibliography A descriptive annotation is supplied for almost every entry The emphasis is on English language materials published in the 1960s and 1970s Author title and keyword in context indexes are included to provide access to individual works and specific areas of interest [Business](#)

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