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Help your students launch their careers with modern communication skills For the past two decades, business communication has been in a constant flux, with email, web content, social media, and mobile devices changing the rules of the game. Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace equips students with the fundamental skills for a career in the modern, mobile workplace. With a balance of basic business English, communication approaches, and the latest technology, the text covers writing, listening, and presentation strategies in a contemporary manner. In the 8th Edition, Bovee and Thill provide numerous exercises, tools, and online resources to prepare students for the new reality of mobile communications, and emerging trends, for a bright start in the business.

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