



Business Communication: Process and Product (with meguffey.com Printed Access Card), 7th Edition

By Mary Ellen Guffey, Dana Loewy

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BUSINESS COMMUNICATION: PROCESS AND PRODUCT, 7 is designed to prepare students for success in today's digital workplace as well as tips on job searching skills. The textbook and accompanying Website explains the basics of communicating in the workplace, working in teams, how to being a good listener and understanding business etiquette. Students study and practice the skills and activities involved in the writing process including the appropriate use of social media, preparing formal reports and proposals as well as informal business reports. The appendixes guide students through grammar and writing mechanics as well as information on formatting and writing documents. Authors Mary Ellen Guffey and Dana Loewy offer a wealth of ideas for writing resumes and cover letters, participating in interviews, and completing follow-up activities.

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Editorial Review

Review

"Chapter 7 is a superb addition to Dr. Guffey's text. I have never been disappointed in Dr. Guffey's textbooks or materials in the past, and she certainly has done an outstanding job of addressing electronic communication technologies in this chapter." - Virginia Hemby, Middle Tennessee State University

"Guffey does an excellent job updating the area of business communication. It is by far the most current approach to communication that I have seen to date. One of the greatest strengths Guffey brings to the marketplace is the currency of information as well as the activities." - Julie Indvik, California State University - Chico

About the Author

A dedicated professional, Mary Ellen Guffey has taught business communication and business English topics for more than 35 years. She received a bachelor's degree, summa cum laude, from Bowling Green State University; a master's degree from the University of Illinois; and a doctorate in business and economic education from the University of California, Los Angeles (UCLA). She has taught at the University of Illinois, Santa Monica College, and Los Angeles Pierce College. Now recognized as the world's leading business communication textbook author, Dr. Guffey is the founding author of three award-winning textbooks: BUSINESS COMMUNICATION: PROCESS AND PRODUCT, ESSENTIALS OF BUSINESS COMMUNICATION, and BUSINESS ENGLISH. Each updated book continues to lead its market and, together, these books have helped hundreds of thousands of students around the world develop language skills. Dr. Guffey serves on the review boards of the Business and Professional Communication Quarterly and the Journal of Business Communication, publications of the Association for Business Communication. She also participates in national meetings, sponsors business communication awards, and is committed to promoting excellence in business communication pedagogy and the development of student writing skills.

Dana Loewy has been teaching business communication at California State University, Fullerton since 1996. She enjoys introducing undergraduates to business writing and honing the skills of graduate students in managerial communication. Most recently, she has also taught various German courses and is a regular guest lecturer at Fachhochschule Nürtingen, Germany. In addition to completing numerous brand-name consulting assignments, she is a certified business etiquette consultant. Dr. Loewy has collaborated with Dr. Guffey on recent editions of BUSINESS COMMUNICATION: PROCESS AND PRODUCT as well as on ESSENTIALS OF BUSINESS COMMUNICATION. Dr. Loewy holds a master's degree from Bonn University, Germany, and earned a PhD in English from the University of Southern California. Fluent in several languages, among them German and Czech, her two native languages, Dr. Loewy has authored critical articles in many areas of interest -- literary criticism, translation, business communication, and business ethics. Before teaming up with Dr. Guffey, Dr. Loewy published various poetry and prose translations, most notably THE EARLY POETRY OF JAROSLAV SEIFERT and ON THE WAVES OF TSF. Active in the Association for Business Communication, Dr. Loewy focuses on creating effective teaching/learning materials for undergraduate and graduate business communication students.

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