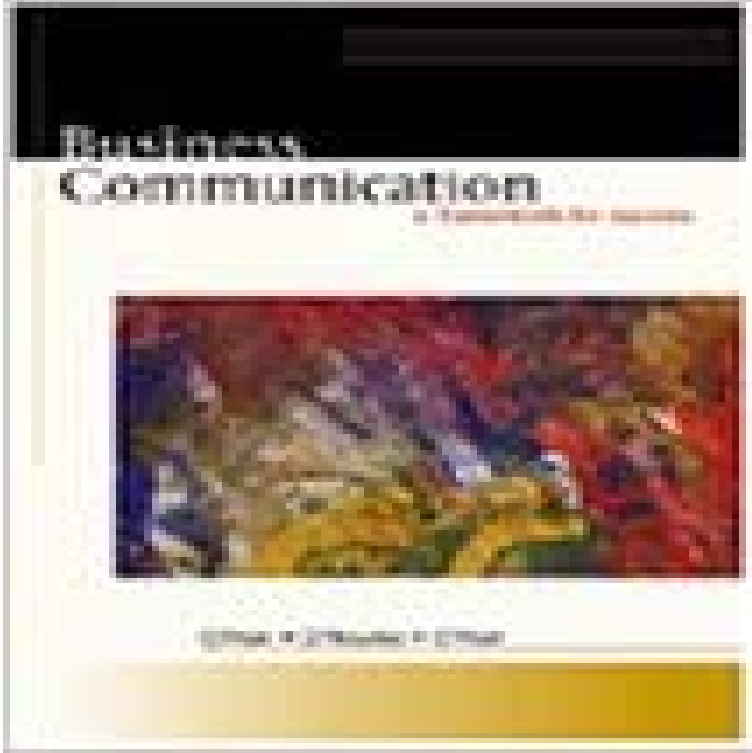


Business Communication: A Framework for Success



Business Communication: A Framework for Success presents a truly strategic approach to business communication. This text builds on a solid foundation of rhetorical and communication theories by including a range of real-company examples that make the theories come alive. These innovative methods not only help students identify the many challenges encountered by today's business communicators, but they also foster a mastery of communication skills that will carry students well into their own careers.

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