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Bachelor of Business Administration

As preparing and giving a presentation is part of communication, the students will be expected to give presentations during the course Feedback will be given for the presentation in class Assessment % Text and Materials Attendance 20 Title: Lesikar's Business Communication Edition: 12th edition Author(s): Rentz/Flatley/Lentz

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Chapter 2: Adaptation and the Selection of Words

Chapter 02 - Adaptation and the Selection of Words 2-1 Chapter 2: Adaptation and the Selection of Words Teaching Suggestions This chapter and the next two contain a great deal of advice about writing One foundational point deserves special emphasis: what counts as a good style or even clear writing depends on the situation

Lesikar's Business Communication - GBV

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internal and external communication outcomes in business. Lori Harvill Moore operates Lorric Communication, a company dedicated to helping managers craft marketing communications for online and offline media. She also offers consulting services to business owners who need to document internal processes and evaluate process efficiency.

CHAPTER 1

A vital element in the communication process is the accountant's ability and responsibility to analyze and interpret the reported information. 3 (a) Internal users are those who plan, organize, and run the business and therefore are officers and other decision makers. (b) ...

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Chapter 1

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AD252 Business Communication Syllabus

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