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Business Communication

By A.C. "Buddy" Krizan, Patricia Merrier, Joyce P. Logan, Karen Schneiter Williams



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Business Communication By A.C. "Buddy" Krizan, Patricia Merrier, Joyce P. Logan, Karen Schneiter Williams Bibliography

- Sales Rank: #150582 in Books
- Brand: Cengage Learning
- Published on: 2010-02-02
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 1.20" h x 8.00" w x 10.00" l, 3.15 pounds
- Binding: Hardcover
- 736 pages

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Editorial Review

Review

"I would absolutely consider adopting this text for a 3000-level class. It is comprehensive, thorough, and current. I can synthesize much of the information provided, using supplemental information seamlessly. I think the text covers important and relevant topics for students - much of which they can extrapolate and apply to their own writing."-Lori C. Brodtkin, University of Central Florida

"I have adopted this text and like the overall format. The text is easy to navigate for Undergraduate students in a community college. I especially like the "Looks Good/Needs Work" sections as it provides easy to compare examples for my students to follow."-N. Andre David, Georgia Military College Atlanta

About the Author

Dr. A.C. "Buddy" Krizan is professor emeritus in the College of Business and Public Affairs at Murray State University. Formerly, he served as assistant dean, department chair, and professor in the College of Business and Public Affairs. He began teaching business communication courses, seminars, and workshops in 1977. He has conducted research on a variety of topics including basic business communication, resume content, visual aids, proposals, and written and oral messages. He has served in leadership positions for national, state, and local professional organizations. Buddy has made presentations at numerous professional conferences and has published in many professional journals.

Dr. Pat Merrier is a professor in the Finance and Management Information Sciences Department at the University of Minnesota Duluth. She has over 30 years of secondary and post-secondary teaching experience; business communication has been a part of her teaching assignment for 30 years. Pat has served in a variety of leadership roles within campus, community, and professional associations. Assistant Academic Vice Chancellor, Acting Athletic Director, union president, and NCBEA president are among the posts she has held. Noted for her practical approach to business communication, Pat frequently conducts seminars for local business professionals. In recent years, she's gravitated toward collaborative, interdisciplinary research.

Dr. Joyce Logan is an associate professor emeritus in the College of Education at the University of Kentucky. She has taught business courses at the high school and university levels and has been a member of NBEA for over 25 years. Having worked in teaching and administrative positions for 50 years, Joyce recently retired as a faculty member in the principal preparation and doctoral programs for school leaders. Other experiences in education include school principal, regional coordinator of vocational education, school services director for the Kentucky Department of Education, office head for the Kentucky Tech system, and field coordinator for the American Council on Education. She has conducted research and presented in business and areas such as Tech Prep, adult education, and technology, as well as school leadership.

Karen Schneiter Williams has been teaching computer technology, business communication, and administrative management courses for over 20 years. Since 1999 she has been at San Diego Mesa College, where she served as chair for the Computer Business Technology Department and on several campus and district committees. Throughout her teaching career, she has been active in her profession. She has presented at state, regional, national, and international conferences as well as at many teacher training workshops. She is currently President of the National Business Education Association (NBEA). She has served as chair of NBEA's Curriculum Administrative Committee, which has responsibility for the revision and publication of

the National Standards for Business Education, What America's Students Should Know and Be Able to Do in Business and as a member of the Executive Board for the Association for Business Communication. She is currently serving as the Content Advisor for the Insights program hosted by Hugh Downs and distributed for Public Television. In 2005, she was named Outstanding Postsecondary Business Educator of the Year by the National Business Education Association. Karen has also worked in the business world for approximately 15 years in a variety of sales, marketing, and management positions.

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