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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 ...

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Book Reviews : Business Communication: Process and Product. Mary Ellen Guffey. Belmont CA: Wadsworth Publishing Company, 1994. 558 pages. ISBN: 0-534-92898-6. Charles M. Ray and Marilyn R. Chalupa. The Bulletin of the Association for Business Communication 1994 57: 3, 43-43

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Business Communication: Process and Product (9th Edition ...

The communication is a dynamic process that begins with the conceptualizing of ideas by the sender who then transmits the message through a channel to the receiver, who in turn gives the feedback in the form of some message or signal within the given time frame.

Communication Process - Business Jargons

Business communication is the process of sharing information between people within and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors. The importance of business communication also lies in:

What is Business Communication? Why Do You Need It?

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