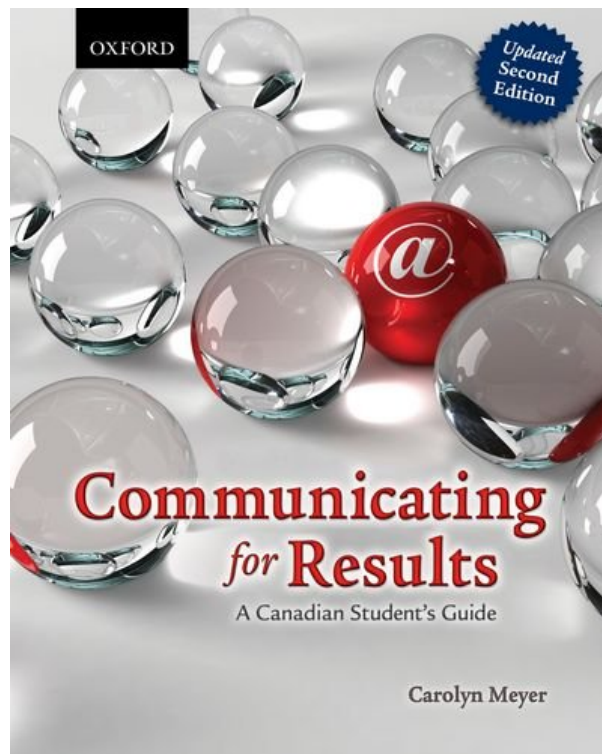
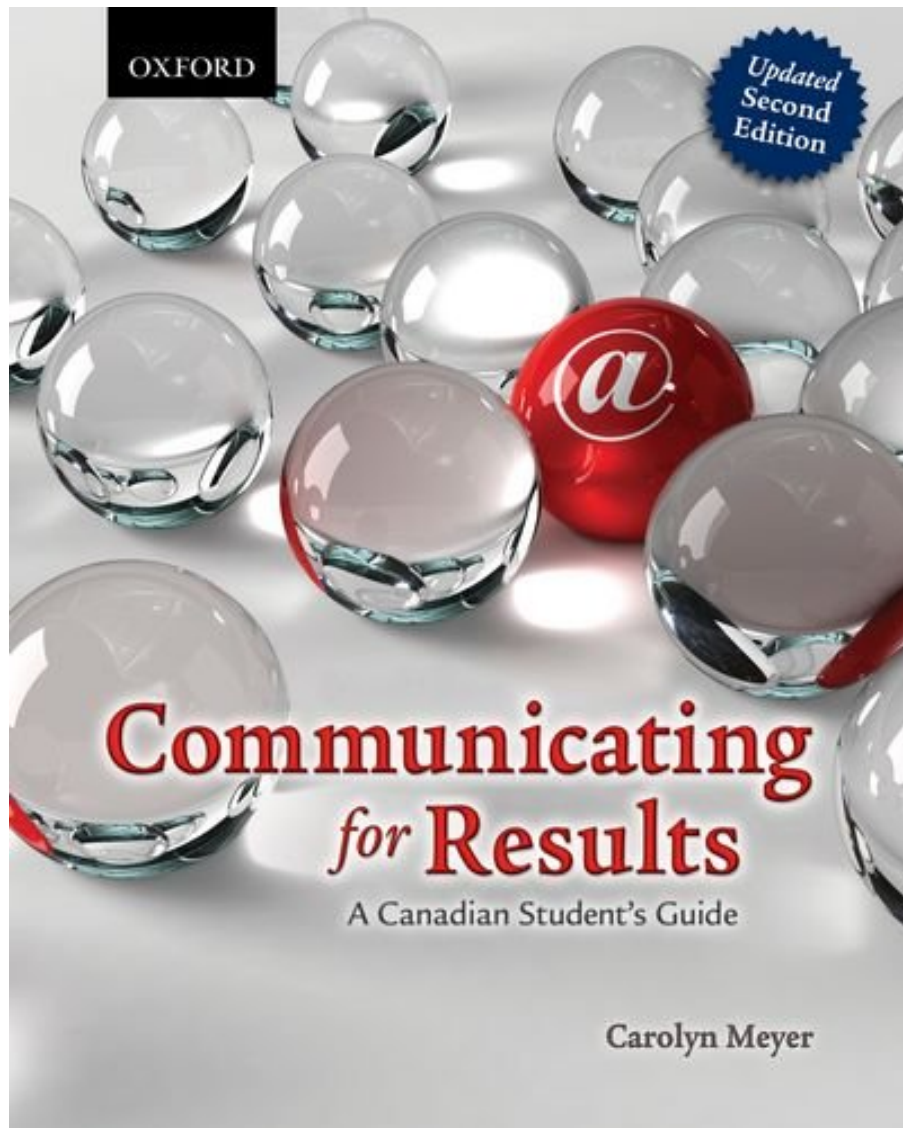


COMMUNICATING FOR RESULTS: A CANADIAN STUDENT'S GUIDE BY CAROLYN MEYER



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Review

"There are many useful activities for students as well as numerous opportunities to examine and rhetorically analyze examples of both effective and ineffective writing. It is also well informed by the theories of writing in general and the practice of business writing in particular." --Lyn Bennett, Dalhousie University

"A clear, concise, and complete look at the major topics within business communication." --Sonia Perna, SAIT Polytechnic

"There are many things I like about **Communicating for Results**. The layout, the practical approach, the clarity of the explanations, the examples given, the Canadian content and context, and the exercises." --John Bluethner, Universite de Saint-Boniface

About the Author

Carolyn Meyer is an assistant professor in Ryerson University's Department of Professional Communication. Outside Ryerson she has taught English and professional communication at the University of Toronto, Seneca College, George Brown College, and Mount Allison University. She has also presented a range of courses and onsite workshops in professional communication at the University of Toronto's School of Continuing Studies and is the recipient of an Excellence in Teaching Award from the University of Toronto.

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COMMUNICATING FOR RESULTS: A CANADIAN STUDENT'S GUIDE BY CAROLYN MEYER PDF

Communicating for Results: A Canadian Student's Guide is an indigenous, core text designed to serve students studying business and professional communications at both the university and college levels. Author Carolyn Meyer acknowledges the challenges of today's demanding work environments and provides practical, classroom-tested instruction for communicating successfully-that is, for getting noticed and getting results.

The text, praised for being exceptionally well written and logically organized, covers not only the principles of grammar and rhetoric but also the persuasive strategies required for being an effective writer and public speaker. Meyer's hands-on, skills-based approach uses models and samples, workshops, discussion forums, quick-reference guides, and checklists to guide students through the writing process and help them develop confidence. Coverage of changing trends in the workplace (including communication contexts and social media), trends in communication research, cultural differences in communication techniques, Web 2.0 technologies, and privacy strategies and safeguarding personal and sensitive information ensure students are well-equipped to compete in the globalized workplace. This updated second edition also includes a new appendix on social media and networking, introducing students to key social media tools and discusses the most effective ways for businesses to use these tools to promote their products and services, reach out to customers, and keep on top of market trends. As well, the chapter-end activities sections have been updated to replace outdated links and ensure content is fresh and contemporary.

- Sales Rank: #4177478 in Books
- Published on: 2013-03-31
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x 1.00" w x 9.90" l, 2.08 pounds
- Binding: Paperback
- 510 pages

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