

## Business In Action Author Bovee Thill

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the three step process is applied to short messages letters memos and e mail in chapters 7 9 to reports and proposals in chapters 12 14 to speeches and oral presentations in chapters 15 16 and to employment messages in chapters 17 18 planning analyze study your purpose lay out your writing schedule and then profile your audience your audience analyze study your purpose lay out your writing schedule and then profile your audience writing organize define your main ideas limit the scope group your points and choose the direct or indirect approach compose control your style through level of formality and conversational tone choose your words carefully so that you can create effective sentences and paragraphs completing revise evaluate content and review readability editing and rewriting for clarity and conciseness produce use effective design elements and suitable delivery methods proofread review for errors in layout spelling and mechanics this text provides dozens of superb examples of the finished product including documents from such well known companies as krispy kreme doughnuts ace hardware target office depot petsmart and carnival cruise lines to name just a few many documents are accompanied by a graphic describing how the three step process is applied and all include annotations in the margins that discuss precisely how to apply the principles presented in the text reasons that business communication today is the most successful business communication textbook published in the past 50 years

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