



# **Business Communication: Polishing Your Professional Presence (2nd Edition)**

*Barbara G. Shwom, Lisa Gueldenzoph Snyder*

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Directed primarily toward undergraduate college/university courses in business communication, this text also provides practical content to current and aspiring industry professionals.

Career success depends largely on one's ability to be professional, adaptable, and strategic about their communication choices. By providing concise information on how to develop a strong foundation in business communication, *Business Communication: Polishing Your Professional Presence* helps readers enhance their professional and personal success.

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