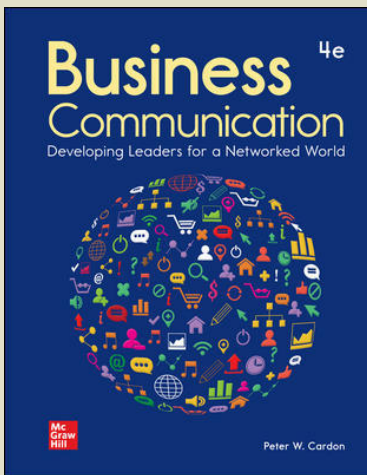


List of Changes



Business Communication: Developing Leaders for a Networked World

4th Edition

Peter Cardon

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available in

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Graw
Hill** **connect**®

Students preparing to succeed in today's workplace require solid training in communication skills and principles, as well as experience in realistic professional applications. Taking a case-based approach and maintaining a unique focus on credibility, *Business Communication: Developing Leaders for a Networked World*, fourth edition, better positions students to understand the essentials of efficient and effective business communication.

This fourth edition contains the following changes to help students succeed.

It All Starts with You



McGraw-Hill Connect® is a course management and adaptive learning solution that enhances your unique voice and teaching style. As your partner, we're committed to helping you achieve your course goals and unlock student potential. That's why we've made meaningful updates to this edition.

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SmartBook® 2.0 – Our adaptive reading experience has been made more personal, accessible, productive, and mobile.

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Application-Based Activities – These highly interactive, automatically graded exercises provide students a safe space to practice using problem-solving skills to apply their knowledge to realistic scenarios.

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Application-Based Activities



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Chapter by Chapter Changes

Chapter 1 (Credibility)

- A new tech tip about developing credibility on LinkedIn.
- A new feature, called "Ideas in Action," highlighting a business leader's views on credibility.

Chapters 2 , 3, and 4 (Interpersonal, Team, and Global Communication)

- New content about perspective getting and responding to gossip and complaining.
- New content about groupthink.
- Updated information about global etiquette.
- New tech tips and a new feature ("Ideas in Action") in each chapter.

Chapters 5 and 6 (The Writing Process)

- Half the examples are new and the other half are updated.
- New tech tips and a new feature ("Ideas in Action") in each chapter.

Chapters 7 and 8 (Technology and Communication)

- Additional content about team messaging.
- Half the examples are new and the other half are updated.
- New tech tips and a new feature ("Ideas in Action") in each chapter.

Chapters 9, 10, and 11 (Business Messages: Routine, Persuasive, and Bad-News Messages)

- Half the examples are new and the other half are updated.
- Additional exercises are added at the end of each chapter.
- New tech tips and a new feature ("Ideas in Action") in each chapter.

Chapters 12 and 13 (Business Reports and Proposals)

- Half the examples are new and the other half are updated.
- Additional exercises are added at the end of each chapter.
- New tech tips and a new feature ("Ideas in Action") in each chapter.

Chapters 14 and 15 (Presentations)

- Half the examples are new and the other half are updated.
- Additional exercises are added at the end of each chapter.
- New tech tips and a new feature ("Ideas in Action") in each chapter.

Chapter 16 (Employment Communication)

- A new section on professional networking has been added.
- Examples of résumés are updated.
- Additional exercises are added at the end of the chapter.
- New tech tips and a new feature ("Ideas in Action") in the chapter.

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