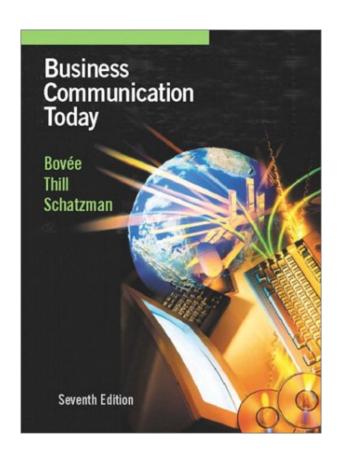
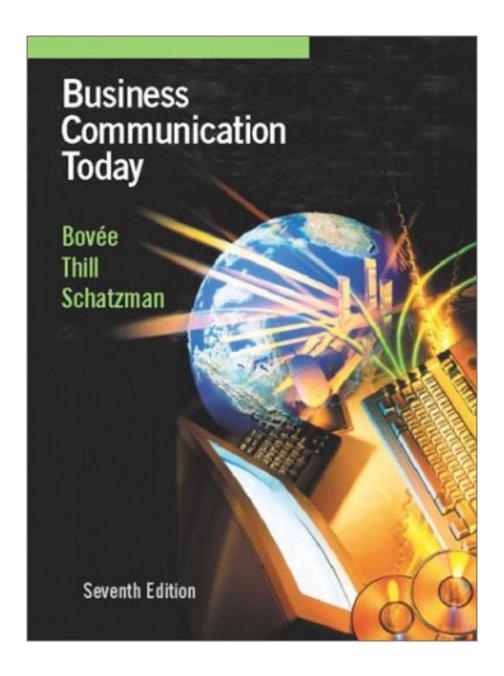
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From the Back Cover

Learn to Write Business Messages Quickly and Easily with the Three-Step Process

You will learn to write business messages quickly, easily, and effectively with the exclusive Bovee/Thill/Schatzman three-step process: planning, writing, and completing business messages.

When you use a process, you move toward a particular result, and this text's three-step process helps you get better results than you would get with any other business communication textbook.

Students and instructors alike will appreciate how this practical, three-step strategy provides a solid foundation for solving communication problems and creating well-crafted business messages.

The three-step process is fully integrated throughout the book. It is introduced and explained in detail in chapters 4-6, just before the specific types of business messages are discussed. Then 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.

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