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The latest digital revolution and social media boom have brought about a new wave of changes in business communication - the rise of mobile communication. The 12th edition of Excellence in Business Communication by Bove  and Thill delves into these recent technological advancements and their impact on the business world. This textbook continues to emphasize fundamental skills like writing, listening, and presenting, while also highlighting the importance of other key components of business communication. With its practical advice, tried-and-true methods, and real-world examples, Excellence in Business Communication is the go-to resource for developing essential communication skills. Excellence in Business Communication 12e Global offers a thorough exploration of the changes affecting the business world, including those brought about by mobile communication. The textbook focuses on fundamental skills and principles, such as listening, writing, presenting, and other key components of business communication. Featuring practical advice, real-world examples, and time-tested processes, it is designed to polish and develop essential communication skills.

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