



Workplace Writing: Planning, Packaging, and Perfecting Communication

Sharon Gerson, Steven Gerson

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This modern text outlines a simple solution for producing all forms of workplace communication—one that focuses on how to effectively *plan*, *package* and *perfect* oral and written communication. Its accessible, four-color design is illustrated with interesting scenarios and examples featuring real people, real communication challenges and real resolutions to those challenges. With its contemporary approach, it covers trends for electronic, hard-copy and oral communication and includes substantive illustrations that show before/after samples and writer annotations. Innovative end-of-chapter exercises are designed for a variety of learners and include degree-specific assignments that reinforce career-related communication techniques.

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