

# Contemporary Business Boone Kurtz

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this text treats writing and communication as integral elements of business starting with its most important chapters those covering the basics of writing 3 13 boone kurtz weaves real business examples and applications throughout unlike many other texts which relegate business examples to end of chapter material as its name contemporary business communication suggests this book is also concerned with the challenges of modern communication its has the most integrated and complete coverage of today's important issues like communication technology multi culturalism global communication organizational culture teamwork and ethics

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