

# [PDF] Business Communication: Process And Product (with Meguffey.com Printed Access Card), 7th Edition

Mary Ellen Guffey, Dana Loewy - pdf download free book

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#### Description:

**Review** "Chapter 7 is a superb addition to Dr. Guffey's text. I have never been disappointed in Dr. Guffey's textbooks or materials in the past, and she certainly has done an outstanding job of addressing electronic communication technologies in this chapter." - Virginia Hemby, Middle

Tennessee State University

"Guffey does an excellent job updating the area of business communication. It is by far the most current approach to communication that I have seen to date. One of the greatest strengths Guffey brings to the marketplace is the currency of information as well as the activities." - Julie Indvik, California State University - Chico

**About the Author** A dedicated professional, Mary Ellen Guffey is Professor Emerita of Business from Los Angeles Pierce College. She has taught business communication and business English topics for more than thirty years and has written several market-leading, internationally acclaimed textbooks, including BUSINESS COMMUNICATION: PROCESS AND PRODUCT and ESSENTIALS OF BUSINESS COMMUNICATION. A leader in the field, Dr. Guffey partners with and mentors hundreds of business communication instructors across the country. Her newsletters have a loyal readership around the world while her workshops, articles, websites and other teaching materials help instructors with all levels of experience achieve better results in their courses.

Dana Loewy brings extensive international expertise, broad business communication teaching experience, and exceptional writing skills to this edition. Dana Loewy earned a magister artium (M.A.) degree in English, linguistics, and communication from Rheinische Friedrich-Wilhelms-Universität Bonn, Germany, where she also studied Slavic languages and literatures and took business administration courses. Before receiving a master's degree and PhD from the University of Southern California, Dr. Loewy expanded her teaching experience in freshman writing at USC. She also taught at Loyola Marymount College Palos Verdes and Glendale Community College. Since 1996 Dr. Loewy has taught both graduate and undergraduate business communication classes at California State University - Fullerton. Dr. Loewy has published several books, articles, and translations, both poetry and prose. To broaden her consulting and business expertise, Dr. Loewy has become a business etiquette consultant certified by The Protocol School of Washington.

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