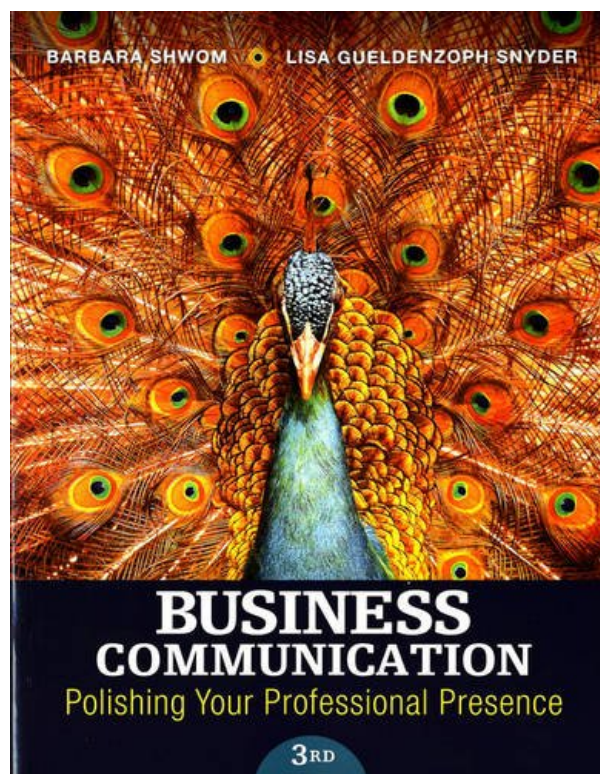
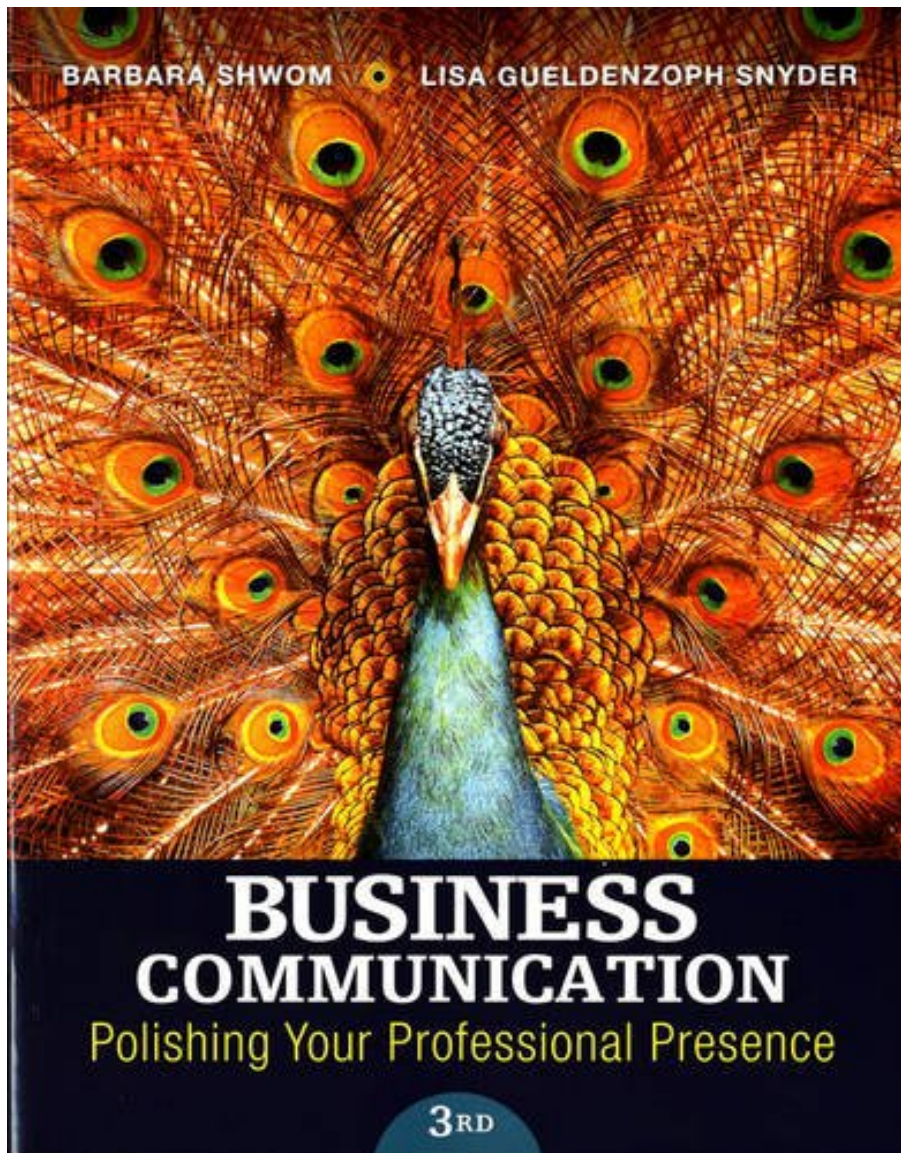


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About the Author

Barbara Shwom, Ph.D., is Professor of Instruction in Writing at Northwestern University, where she teaches in the Weinberg College of Arts and Sciences, Kellogg School of Management, and McCormick School of Engineering and Applied Science. For more than 30 years, she has designed and taught communication courses that have influenced this textbook, including Writing in Organizations, Communicating Complex Data, Engineering Design and Communication, and How to Become an Expert in Roughly 10 Weeks. Professor Shwom's teaching at Northwestern has been recognized by both an outstanding teacher award and an appointment as a fellow of Northwestern's Searle Center for Teaching Excellence. Professor Shwom has gained industry experience as the managing principal of Communication Partners, a consulting practice that works with clients from a range of industries, including biotechnology, high tech research and development, pharmaceuticals, management consulting, market research, financial services, engineering, and consumer products. Professor Shwom's research interests include evolving genres of business communication, visual communication of data, and methods of persuasion. In addition to many articles, she is also the co-author of a textbook on graphics and visual communication for managers. She currently sits on the Board of Directors of the Association for Business Communication and the editorial review board of Business and Professional Communication Quarterly and has served as president for both the Association for Business Communication and the Association of Professional Communication Consultants.

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- Sales Rank: #309555 in Books
- Published on: 2015-06-19
- Original language: English
- Number of items: 1
- Dimensions: 10.80" h x 1.10" w x 8.50" l, .0 pounds
- Binding: Paperback
- 624 pages

About the Author

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He had considered renting this book for his business communication class but decided that it might serve him well to have it as a reference tool for the future. Oddly enough I still use my business communication book from time to time so it seemed like a reasonable idea. Otherwise, renting would have been an awesome and even more affordable option.

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