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Ultimately, effective business communication happens when the message you present is received, understood, and accepted by your intended audience; and the best way for this to happen is to create a balance—passion with control, grammar with rhetoric, and readability with enjoyment. The exciting, new Essentials of Business Communication, 8e, is packed with resources to make learning business communication easier and more enjoyable. With the book's grammar focus, coverage of current workplace technologies, and an unmatched ancillary package, you will find that learning business communication can be ... just that easy.