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approach to grammar and mechanics. Language Arts topics appear in every third chapter to introduce or review the basic rules of usage. Part VI of the text includes five modules: Sentence Structure; Business-Style Punctuation; Verbs and Subject-Verb Agreement; Using Pronouns, Adjectives, and Adverbs; and Mechanics in Business Writing. These modules are close to chapter length and are more thorough than the brief reference manuals that appear in other texts. New! Chapter-opening On the Job interviews reinforce the importance of effective business communication in the workplace. These interviews feature managers from a range of organizations, including Monster.com; World Wrestling Entertainment, Inc.; and The Nucon Group. New! Communication Snapshots present up-to-date facts about business communication in the real world, such as information on employer expectations for written communication skills, the growing importance of communicating effectively with non-native English speakers, and grammar errors that executives find most distracting. New! Communication Objectives appear in the margins to identify relevant discussions and to highlight the appropriate summary points and end-of-chapter exercises. New! The five grammar modules from the previous edition now appear at the end of the text in Part IV. This reference manual is detailed and complete enough to help students review and strengthen their punctuation, usage, and writing skills. Activities and end-of-chapter exercises that follow the 3Ps model guide students through the assessment of a problem or a typical business scenario involving effective communication, the process of determining how to respond to the situation, and the final product—such as an e-mail or memo—created in

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