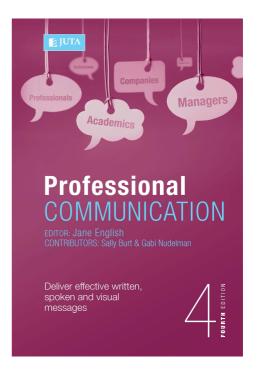


Professional Communication

Edition:	4th Edition
Publication date:	2017
Author/Editors:	Burt Sally English Jane
Nudelman Gabi	
ISBN:	9781485117124
Format:	Soft Cover
Number of Pages:	400
Retail price:	R754.00 (incl. VAT, excl.
delivery.)	
Website Link:	juta.co.za/pdf/24429/



About this Publication:

The fourth edition of *Professional Communication*: *Deliver effective written, spoken and visual messages* offers sound advice, clear guidelines and numerous practical examples. This latest edition includes managing digital communication platforms, creating templates, being interviewed for a job, raising funding, and conducting and managing Internet research. The book has proved its success as a textbook in academia, and as a resource in industry.

Key benefit

Instant references and practical aids are provided for all levels of readers.

About the Editor

Dr Jane English is Associate Professor and Head of Professional Communication Studies, University of Cape Town and an established communication consultant to tertiary establishments, industry and commerce.

Contents Include:

- Analysis and audience reach: confident presentations, visuals and graphics
- Design: social media platforms, and document and PowerPoint templates
- Digital research techniques: sourcing data and referencing, writing for academia
- Final delivery: industry reports, academic proposals and theses, CVs and applications
- Workspaces: business plans, meetings, agendas and minutes, negotiation, ethics and teams

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