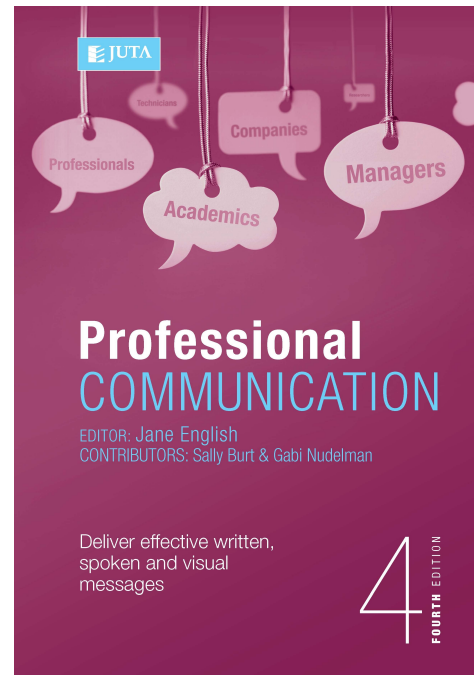


Professional Communication

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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

Of Interest and Benefit to:

All professionals and students in business, industry and higher education institutions.