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EFFECTIVE BUSINESS COMMUNICATION 7th Edition By: Herta. A. Murphy 3 Course outline overview Note: The following chapters are randomly selected due to their relevance and importance to BBA 3rd and 4th semester level. Chapter # 1: Introduction to Communication Chapter # 2: The 7 Cs of Communication Chapter # 3: Preparing Business Messages Chapter ...

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Synopsis. The Murphy book gives strong emphasis to completeness, conciseness, consideration, concreteness, clearness, courteousness, and correctness in business communication. These "seven Cs" guide student-readers to choose the content and style that best fits the purpose and recipient of any given message. Pedagogically rich, most chapters in this paperback text include checklists, mini-cases and problems. "Communication Probe" boxes, which summarize related research, and sidenotes that ...

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Business Communication Today. New York, NY: McGraw Hill Inc. 2 Herta A Murphy, Herbert W Hilderbrandt (1991).Effective Business Communications. New York, NY: McGraw Hill Inc. 3 French, Astrid (2005). Interpersonal Skills: Developing Successful Communication. New Delhi: Sterling Publishing Co.