



# Business Communication: In Person, In Print, Online

By Amy Newman, Scot Ober

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### **Editorial Review**

#### Review

"The pop-cultural references draw the readers in, and before they know it they are actively reading by engaging in the exercises. These exercises are well-supported by the truly practical advice that comes from successful business professionals."

"The number of real-world business examples and questions to the reader about what they predict for the future or see as important will engage the students better than my textbook's more formal approach."

#### About the Author

Amy Newman specializes in business communication at the Cornell University School of Hotel Administration. As a senior lecturer, she teaches two required communication courses: a freshman business writing and oral communication class and an upper-level persuasive communication class. Newman also teaches a graduate-level management communication course and an elective, Corporate Communication, which focuses on communication strategy, crisis communication, and social media. Newman served an adjunct instructor at Ithaca College; Milano, The New School for Management and Urban Policy in New York City; and eCornell, where she taught classes online. She has won several awards for excellence in teaching and student advising and grants to develop technology-based learning solutions. Prior to joining Cornell, Newman spent 20 years working for large companies, such as Canon, Reuters, Scholastic, and MCI. Internally, she held senior-level management positions in human resources and leadership development. As an external consultant, she worked to improve communication and employee performance in hospitality, technology, education, publishing, financial services, and entertainment companies. A graduate of Cornell University and Milano, Newman is author of several editions of BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE. She has developed several multimedia company scenarios to accompany the book, has created an interactive tool for managing speech anxiety, and maintains a blog: [BizComInTheNews.com](http://BizComInTheNews.com).

Scot Ober (Ph.D, Ohio State) is a full-time consultant in business communication and document processing. Prior to his consulting career, Dr. Ober was Professor of Business at Ball State University. In addition to having taught Business Communication for over twenty years, he served as Editor of the Business Communication Quarterly for 1995 and 1996 and conducted an MBA-level Distance Learning Program through Ball State University.

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