



M: Business Communication

By Marie Flatley, Kathryn Rentz, Paula Lentz



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M: Business Communication was created with students' and professors' needs in mind. Written by the co-authors of *Lesikar's Business Communication: Making Connections in a Digital World, 12/e*, it provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. *M: Business Communication* attends to the dynamic, fast-paced, and ever-changing means by which business communication occurs by being the most technologically current and pedagogically effective book in the field. It has realistic examples that are both consumer-and business-oriented.

- Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.

Student friendly design - *M: Business Communication* was written and designed with today's student reader in mind.

- The layout and design provides student visual stimulation they've come to expect.
- The content was written to focus on the key concepts only
- The examples provided have been selected for greater student appeal.
- The writing style is highly readable with today's student reader in mind.
- **ALL END OF CHAPTER MATERIAL IS LOCATED ONLINE ON THE OLC.**
- **Study/Prep Cards:** these Study Cards are come bound in to each new book. There is 1 Study Card for each chapter. They do not regurgitate information from the text, which allows students to use the card passively. Instead, the front of the card asks the student to write what he/she recalls from each of the learning objectives in the chapter. After completing this step, the student turns to the back to review the learning objectives broken down into bulleted lists, and then completes fill-in-the-blank application questions to test their knowledge beyond basic comprehension. The answers to these application questions are available on the bottom of the card (upside down). The point of these cards is to create useful exercises that actually help students LEARN and remember, as opposed to passively reading (or not reading) the cards.

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Editorial Review

About the Author

Dr. Marie E. Flatley is a Professor of Information and Decision Systems at San Diego State University, where she teaches various courses in business communication. Additionally, she has served as a Fellow at the university's Center for Teaching and Learning and as a Qualcomm Fellow in the pICT (people, Information, Communication, and Technology) program. She received her B.B.A., M.A., and Ph.D. from the University of Iowa. Dr. Flatley is active in numerous professional organizations, including the Association for Business Communication, the California Business Education Association, Delta Pi Epsilon, and the National Business Education Association. She has served as president of the Association for Business Communication and is a distinguished member of the Association. The California Business Education Association recently named her Business Educator of the year for the senior college/university level. Additionally, she has served as an editorial board member for the Delta Pi Epsilon Journal, associate editor for the Journal of Business Communication and editor for the NABTE Review. Currently she is a reviewer and member of the editorial review board for the Journal of Education for Business. Her current research interests involve using technology to assist with the communication process. Her research spans the investigation of the effective use of blogs to making good channel choices to using video email and various wireless technologies.

Dr. Kathryn Rentz is an Associate Professor in the English Department at the University of Cincinnati. She taught her first business writing class as a doctoral student at the University of Illinois in the early 1980s and has been teaching workplace writing ever since. She helped establish the University of Cincinnati's professional writing program and has served as its coordinator. She has also won the English Department's teaching award, directed the department's graduate program, and helped direct the composition program. Dr. Rentz's affiliation with the Association for Business Communication goes back to her beginnings as a business writing teacher. Dr. Rentz was named the 2008 winner of the Association for Business Communication's (ABC's) Outstanding Teacher Award. In addition, an article she co-authored in 2007 just won the association's award for Outstanding Article in the Journal of Business Communication. She has performed many roles for the association, including serving on the board of directors, organizing a conference, and chairing the publications board. She served two terms as an Associate Editor of the Journal of Business Communication and was Interim Editor from 2000–2001, for which she won the Francis W. Weeks Award of Merit. Dr. Rentz has published articles and commentary on pedagogy, genre theory, narrative, and ethics in such journals as Business Communication Quarterly, the Journal of Business Communication, Technical Communication Quarterly, and the Journal of Business and Technical Communication. She has participated in many professional meetings and seminars over the years and is always learning from her colleagues and her students.

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