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Chapter 1

14 Business Communication Strategy A strategic communication plan is one of the key elements in Business Communication It allows marketers to build a synchronized communication strategy that reaches every market segment with a single, unified message (Tri-Media, 1999) The objectives of any

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communication strengths and weaknesses • independent learning strategies • tools for self-analysis • preparing for performance reviews II Learning

Resources Guffey, Mary Ellen and Brendan Nagle, Essentials of Business Communication, Third Canadian Edition, Nelson Canada, 2000 III
Teaching/Learning Methods

Business Law- An Introduction - The Business Professor

Business Law: An Introduction 5 slides a study aids Recommended Teaching Methods Pre-session Assignment and Preparation - Provide students with the dynamic text material prior to class Students should be instructed to begin by watching the chapter overview video, which provides a holistic overview of the entire chapter

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End of Chapter Solutions Essentials of Corporate Finance 6th edition Ross, Westerfield, and Jordan Updated 08-01-2007 CHAPTER 1
INTRODUCTION TO CORPORATE FINANCE for-profit business has equity Thus, an appropriate goal would be to maximize the value of the equity 10