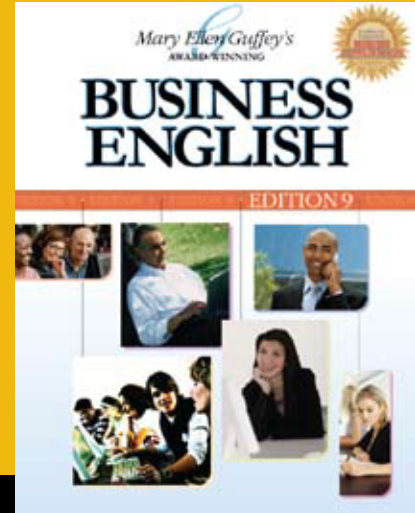
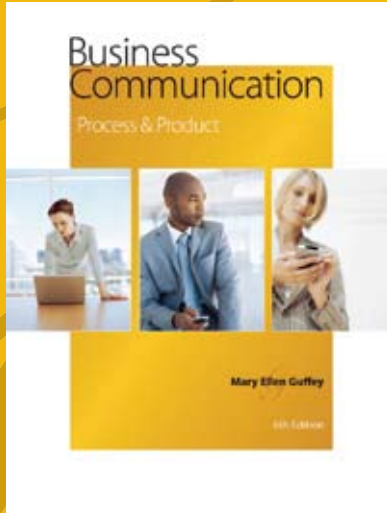
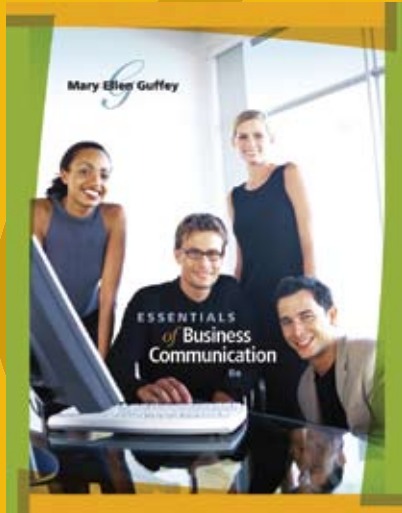


Mary Ellen Guffey



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A resource to help you determine which Guffey textbook works best for your course.



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I really like the updates in *Essentials*, and the focus on using technology as a communication medium in the 21st century workplace and classroom.

— DEBORAH J. BUELL, CY-FAIR COLLEGE,
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COMMUNITY COLLEGE DISTRICT, TEXAS

Dear Instructors:

At colleges and universities around the country — and even the globe — “Guffey textbooks” are synonymous with excellence in business communication. Longtime leaders in the field, Mary Ellen Guffey’s textbooks are known for their unrivaled instructor support, comprehensive online resources, abundant exercises, innovative pedagogical design, emphasis on technology, and current, relevant coverage.

Yet, each of the three Guffey textbooks is distinctly unique. Each is designed to meet three different course objectives.

While instructors know they want the best — Guffey — many are unsure which Guffey text is the “best” option for their course. This sampler can help make that choice easier.

In the following pages, we highlight the strengths — and spotlight the differences — of these three Guffey textbooks:

- ***Essentials of Business Communication, 8e*** — A Softbound Workbook That Focuses on Essential Topics, Writing Plans, and Language Skills
- ***Business Communication: Process and Product, 6e*** — A Comprehensive Approach to Workplace Communication Emphasizing the 3-x-3 Writing Process
- ***Business English, 9e*** — A Market-Leading Grammar and Mechanics Handbook

This sampler demonstrates the differences between these three textbooks with concise descriptions, brief tables of contents, and sample pages from each book. We also include current feedback from instructors and students about their Guffey experiences.

By reading over the following sampler pages, you can see how these market leaders continue to grow stronger. And by comparing the strengths of each text, you can confidently select the Guffey textbook that is right for you, your students, and your course. Once your decision is made, contact us for your full review copy!

It really is ... *Just That Easy!*

WHICH GUFFEY DO YOU NEED?

The Guffey textbooks can be distinguished based on their focus. Two of the texts — *Essentials of Business Communication, 8e*, and *Business Communication: Process and Product, 6e* — are written specifically for the business communication course.

- *Essentials of Business Communication, 8e*, is a 14-chapter workbook that focuses on the essential concepts of business communication with an emphasis on building basic language skills. This book also includes a grammar/mechanics handbook and ample grammar exercises to give students plenty of practice to improve their grammar skills.

- *Business Communication: Process and Product, 6e* — aka, “The Big Book” — is a comprehensive, 16-chapter hardbound textbook. With a solid focus on workplace communication, it delivers thorough coverage of intercultural communication, teamwork, workplace technology, report and proposal writing, and employment communication. This text teaches by emphasizing the 3-x-3 writing process.

The third text — *Business English, 9e* — was the first book written specifically for the business English course.

- *Business English, 9e*, the market-leading textbook in business English, is formatted as a grammar and mechanics handbook with a three-level approach to teaching grammar. Ample reinforcement exercises help students brush up on their language skills and prepare for employment.

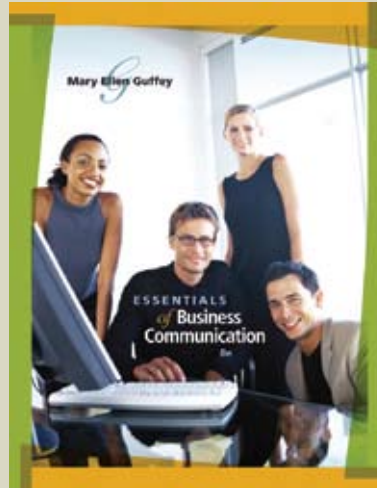
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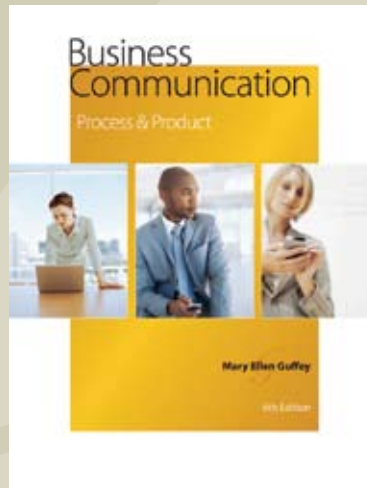
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BUSINESS COMMUNICATION



Essentials of Business Communication, 8e

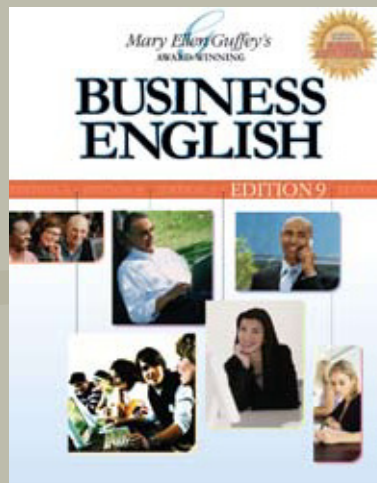
- 14-chapter workbook
- Focuses on essential concepts
- Grammar/Mechanics handbook included
- Writing plans to guide student writing



Business Communication: Process and Product, 6e

- Complete coverage of business communication concepts
- 16-chapter hardbound textbook
- Emphasis on 3-x-3 writing process
- Optional grammar review exercises

BUSINESS ENGLISH



Business English, 9e

- 18-chapter workbook
- Market-leading grammar and mechanics textbook
- 3-level approach to learning