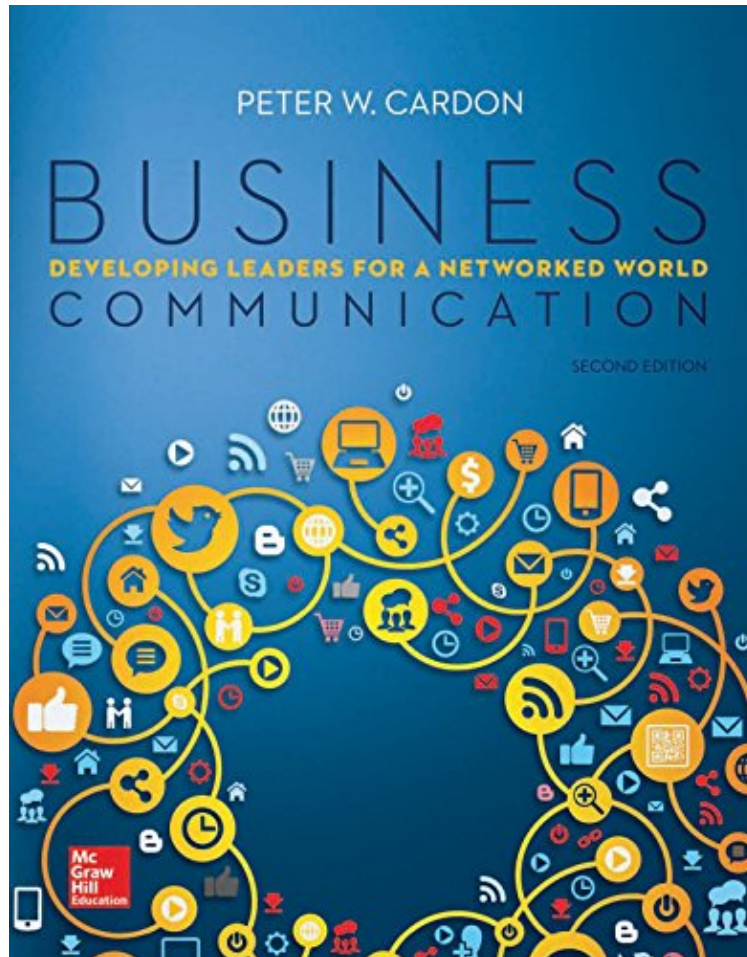


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# Business Communication: Developing Leaders for a Networked World

*Peter Cardon*

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The Business Communication field is at a crossroads as communication technologies are reshaping how people communicate in the workplace. *Business Communication: Developing Leaders for a Networked World*, by Peter Cardon, puts students at the center of business communication through the author's unique focus on credibility woven throughout the textbook chapters, forward looking vision built on traditional concepts, and practitioner and case-based approach. Students are more likely to read and reflect on the text, and are better positioned to understand the essentials of efficient and effective business communication, thereby transforming them into leaders for a networked world.

**About the Author** Pete Cardon teaches management communication, international business communication, and advanced business writing at the Marshall School of Business at the University of Southern California. His primary research interests are intercultural communication and computer-mediated communication. Pete is currently a board member for the Association of Business Communication and the Orchid Foundation. Prior to joining USC, Pete taught at the University of South Carolina for six years and Utah State University for three years. Before working in higher education, he held several marketing and management positions in the tourism and manufacturing industries. Along the way, he has worked in China for three years and traveled to approximately forty countries for work and research.