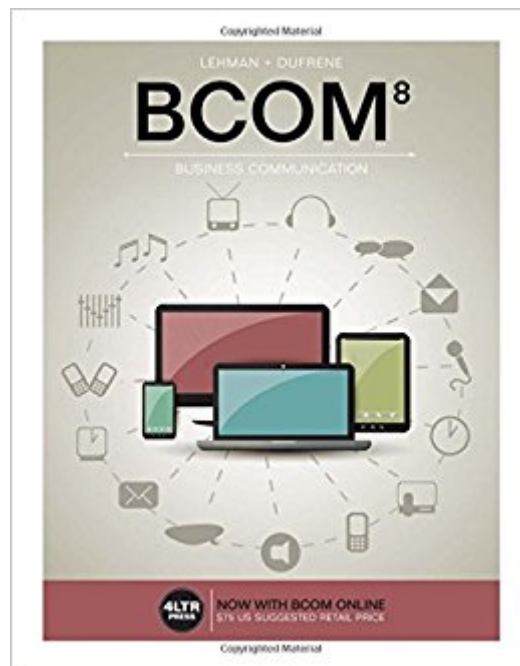


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# BCOM (with BCOM Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)



## Synopsis

Through ongoing research into students' workflows and preferences, BCOM from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore BCOM anywhere, anytime, and on most devices with BCOM Online! With the intuitive StudyBits functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, BCOM8 with BCOM Online engages students of all generations and learning styles, and integrates seamlessly into your business communications course. BCOM8 features an expanded discussion of crisis communications.

## Book Information

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Dr. Lehman is a professor emerita in the Management and Information Systems Department at Mississippi State University, an AACSB-accredited school. She has more than 25 years of experience teaching business communication. Dr. Lehman earned a bachelor's and master's degrees in business education from the University of Southern Mississippi, and her doctorate from the University of Arkansas. Dr. Lehman has taught organizational communication, a core requirement for all business majors, and an MBA-level multimedia presentations course. She is a frequent presenter at the national and regional meetings of the Association for Business Communication, for which she and Dr. DuFrene sponsor the Meada Gibbs Outstanding Teacher Award. Her consulting and training activities for industry have focused on multimedia development, business presentations, and written communication.

Dr. DuFrene is an associate dean of the Rusche College of Business at Stephen F. Austin State University, an AACSB-accredited school. She has more than 25 years of experience teaching business communication, including 20 years at Stephen F. Austin. Dr. DuFrene earned her bachelor's and master's degrees in business education from Nicholls State University, and her doctorate from the University of Houston. She serves on the international board of directors for the Association for Business Communication and has been a business communication consultant to various organizations from the business, industry, and education sectors. She and Dr. Lehman sponsor the Meada Gibbs Outstanding Teacher Award for the Association for Business Communication (ABC).

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