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Business Communication Today, 12e (Bovee/Thill) Chapter 1 Achieving Success Through Effective Business Communication 1) Communication is the process of A) transferring information and meaning. B) listening actively. C) writing messages. D) none of the above. Answer: A

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Excellence in Business Communication, 12e (Thill/Bovee) Chapter 7 Crafting Messages for Digital Channels 1) Marketers can use _____ to link the virtual world of online social networking with the physical world of retail stores. A) near-field collaboration B) location-based social networking C) rapid-response enumeration

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