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By Amy Newman

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Editorial Review

Review
"I find the book and companion materials up to date, relevant, and interesting for students."-Molly Mayer, University of Cincinnati

"This textbook offers a wonderful blend of rhetorical knowledge and essential aspects of digital technologies necessary for our twenty-first-century students."-Hem Paudel, University of Louisville

"The text gives scenarios that students can understand and excellent writing examples."-Melisa Bryant, Forsyth Technical Community College

"Students love it--told me they were going to keep the book as a resource. . . ." -Sara Cochran, Drury University

About the Author
Amy Newman specializes in business communication at the Cornell University School of Hotel Administration. As a senior lecturer, she teaches two required communication courses: a freshman business writing and oral communication class and an upper-level persuasive communication class. Newman also teaches a graduate-level management communication course and an elective, Corporate Communication, which focuses on communication strategy, crisis communication, and social media. Newman served an adjunct instructor at Ithaca College; Milano, The New School for Management and Urban Policy in New York City; and eCornell, where she taught classes online. She has won several awards for excellence in teaching and student advising and grants to develop technology-based learning solutions. Prior to joining Cornell, Newman spent 20 years working for large companies, such as Canon, Reuters, Scholastic, and MCI. Internally, she held senior-level management positions in human resources and leadership development. As an external consultant, she worked to improve communication and employee performance in hospitality, technology, education, publishing, financial services, and entertainment companies. A graduate of Cornell University and Milano, Newman is author of several editions of BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE. She has developed several multimedia company scenarios to accompany the book, has created an interactive tool for managing speech anxiety, and maintains a blog: BizComInTheNews.com.

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