



Professional Business Skills

Lee Perlitz , Helen Hutton

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Professional Business Skills 2nd edition provides students with the skills and knowledge required to compete in today's dynamic, digital, business world. This edition has been fully revised and now includes many new features to engage students and provide a practical approach to learning business skills, including:

Town House Media

A fictional advertising agency, Town House Media, is used as a running case study throughout the text to provide a practical demonstration of the skills in action.

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