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By Barbara G. Shwom, Lisa Gueldenzoph Snyder

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Editorial Review

About the Author

Barbara Shwom, Ph.D., is Professor of Instruction in Writing at Northwestern University, where she teaches in the Weinberg College of Arts and Sciences, Kellogg School of Management, and McCormick School of Engineering and Applied Science. For more than 30 years, she has designed and taught communication courses that have influenced this textbook, including Writing in Organizations, Communicating Complex Data, Engineering Design and Communication, and How to Become an Expert in Roughly 10 Weeks. Professor Shwom's teaching at Northwestern has been recognized by both an outstanding teacher award and an appointment as a fellow of Northwestern's Searle Center for Teaching Excellence. Professor Shwom has gained industry experience as the managing principal of Communication Partners, a consulting practice that works with clients from a range of industries, including biotechnology, high tech research and development, pharmaceuticals, management consulting, market research, financial services, engineering, and consumer products. Professor Shwom's research interests include evolving genres of business communication, visual communication of data, and methods of persuasion. In addition to many articles, she is also the co-author of a textbook on graphics and visual communication for managers. She currently sits on the Board of Directors of the Association for Business Communication and the editorial review board of Business and Professional Communication Quarterly and has served as president for both the Association for Business Communication and the Association of Professional Communication Consultants.

Lisa Gueldenzoph Snyder, Ph.D., is a Professor and Chairperson of the Department of Business Education and Interim Associate Dean in the School of Business and Economics at North Carolina Agricultural and Technical State University in Greensboro. She earned a doctorate in Higher Education Administration from Bowling Green State University in Ohio, where she also received a master's degree in Business Education. Her Bachelor of Science in Business Education is from Northern Michigan University. Dr. Snyder is widely published in journals such as the Business Communication Quarterly, Journal of Business Communication, Business Education Digest, , and NABTE Review. She has made over 150 presentations at local, regional, and national professional development events, workshops, and conferences. Dr. Snyder received the Meada Gibbs Outstanding Teacher Award from the Association for Business Communication, and the Distinguished Alumni Award from the Business Education program at Bowling Green State University. She also has received the Innovative Instructional Practices Award from Delta Pi Epsilon, the Distinguished Service Award from the Ohio Business Teachers Association, and the Collegiate Teacher of the Year Award from both the North Carolina Business Education Association and the Southern Business Education Association. Dr. Snyder is also a Regional Vice President of the Association for Business Communication, National President of the Association for Research in Business Education, Research Coordinator for the National Association for Business Teacher Education, and the Past-Chair of the Policies Commission for Business and Economic Education.

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