



## Lesikar's Business Communication: Connecting in a Digital World (Irwin Business Communications)

By Kathryn Rentz, Paula Lentz

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### **Editorial Review**

#### **About the Author**

Dr. Paula Lentz is an associate professor and academic program director in the Department of Business Communication at the University of Wisconsin-Eau Claire. She teaches Business Writing and Advanced Business Writing and develops and teaches online communication courses for the University of Wisconsin MBA Consortium program.

Dr. Lentz is particularly interested in qualitative research that explores narratives and organizational cultures, genre theory, and writing a pedagogy in online environments. She has developed numerous online courses and online materials for hybrid and flipped classrooms. In addition, she has published and presented frequently on topics of rhetoric in business communication and continues to do freelance writing, editing, and consulting. Dr. Lentz's professional activities include involvement in the Association for Business Communication, where she chairs the Academic Environment Committee. She received a BA from Coe College, an MA from UW-Eau Claire, and PhD in Rhetoric and Scientific and Technical Communication from the University of Minnesota.

Associate Professor in the English Department at the University of Cincinnati. She taught her first business writing class as a doctoral student at the University of Illinois in the early 1980s and has been teaching workplace writing ever since. She helped establish the University of Cincinnati's professional writing program and has served as its coordinator. She has also won the English Department's teaching award, directed the department's graduate program, and helped direct the composition program. Dr. Rentz's affiliation with the Association for Business Communication goes back to her beginnings as a business writing teacher. Dr. Rentz was named the 2008 winner of the Association for Business Communication's (ABC's) Outstanding Teacher Award. In addition, an article she co-authored in 2007 just won the association's award for Outstanding Article in the Journal of Business Communication. She has performed many roles for the association, including serving on the board of directors, organizing a conference, and chairing the publications board. She served two terms as an Associate Editor of the Journal of Business Communication and was Interim Editor from 2000–2001, for which she won the Francis W. Weeks Award of Merit. Dr. Rentz has published articles and commentary on pedagogy, genre theory, narrative, and ethics in such journals as Business Communication Quarterly, the Journal of Business Communication, Technical Communication Quarterly, and the Journal of Business and Technical Communication. She has participated in many professional meetings and seminars over the years and is always learning from her colleagues and her students.

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