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Excellence in Business Communication, 12e (Thill/Bovee) Chapter 8 Writing Routine and Positive Messages 1) When making a routine request, you should begin with A) an indication of the importance of your request. B) a statement of who you are. C) a clear statement of the main idea or request. D) a question. E) a humorous comment. Answer: C

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Business Communication 2.0 is a convenient label for a new, conversational approach to business communication that was inspired and enabled by these social media tools.

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