



By Dr. Telly Kamelia

Business communication books are more practical than many students expect. They do not just explain theory. They model the actual messages, documents, tone decisions, and revision habits that keep showing up in internships, group projects, and early professional work. For ISBN 9780357984109, the real choice is whether you only need low-cost course access or a business-writing reference you may still want later.

## If you only need the buying answer

The cheapest short-term route is quarter rental at about **\$51.05**, with digital access around **\$59.99**. If this is purely a one-course requirement, rental wins. But the current print listing at **\$79.99** is far below the sampled used market at **\$236.48** and dramatically below the new market at **\$322.32**. So this is another split case: rental is best for short-term cost control, while print is the strongest ownership route if you want a reusable business-communication reference.

## Price comparison

Store	Format	Condition	Price	Link
<b>Merybook</b>	Paperback	New	<b>\$79.99</b>	<a href="#">Check price</a>
MindTap / eTextbook	Digital	180 days	\$59.99	<a href="#">Check digital option</a>
eCampus	Quarter rental	Rental	\$51.05	<a href="#">Check rental option</a>
eCampus	Paperback	Used	\$236.48	<a href="#">Check used market</a>
eCampus	Paperback	New	\$322.32	<a href="#">Check new market</a>

## **What this price means in practice**

This is a good example of a book whose current print listing is not the cheapest route, but is still excellent value in the ownership market. Rental and digital are better only if you truly want the lowest possible short-term cost. If you think you may keep returning to message design, reports, presentations, and workplace writing, print is the more durable answer.

The key practical check is whether the course requires MindTap for graded work. If it does, budget that separately. If it does not, the print route is very attractive at the current price.

## **What this book actually teaches**

*Business Communication: Process & Product* is useful because it teaches communication as professional action, not just as grammar or format. Students typically use a book like this to learn how business messages are shaped by audience, purpose, tone, medium, and organizational constraint. That is why it often remains useful after the semester ends.

In my view, this kind of book has more real-world carryover than many generic business texts. Students often reopen it when they need to write an email that sounds professional, build a clearer report, prepare a presentation, or fix tone in a workplace document. That makes ownership easier to justify than the word "textbook" might suggest.

## **Who should rent, and who should buy print**

Rent if this is only for one term and your course leans heavily on MindTap or other digital assignments.

Buy print if you want a reusable guide for business writing and workplace communication that can keep helping during later coursework, internships, or early job preparation.

## **Sources checked**

Sources checked: Merybook listing search for ISBN 9780357984109, MindTap/eText pricing, and eCampus new, used, and rental pricing. Pricing reviewed April 19, 2026.