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Effective Business Communication Herta Murphy 7th Edition

*Effective communication is
the key to success in life.
We live in an era where*

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words and gestures play an important role in effective communication. Businesses operate in various circumstances and it is paramount that the communication between different parties concerned

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is clear and effective and also takes into account the cultural sensitivities. This is where the concept of Business Communication comes to play. This book, written in accordance with the syllabus of the University

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of Delhi, is an attempt to equip the readers with skills required to communicate effectively in a business situation. It would also be useful for the students of BCom, BBA, and MBA of other universities,

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*and for anyone looking to
learn the nitty-gritties of
business communication. KEY
FEATURES • Analysis of vital
components of business
communication • Informative
use of illustrations,
examples, diagrams and*

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*pictures • Inclusion of
review questions and
university examination
questions • New tools for
business communication like,
emails, teleconferencing,
video conferencing, telex,
fax discussed in detail*

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*Communication is the
lifeblood of every business
organization. This book on
Business Communication aims
to bring about the
relevance/importance of
communication in business.
It highlights the different*

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types of formal and informal communication taking place in an organization. Various forms of written and oral communication; including letters, memos, orders, interviews, group discussions, meetings etc.,

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have been discussed in detail. Besides, the importance of non-verbal communication has also been elucidated. Effort has been made to keep the text simple and comprehensible, including a lot of examples

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and case studies. Students' exercise at the end of every chapter has been added to inculcate interest in readers for higher and deeper learning. There is comprehensive coverage of all topics on Business

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Communication prescribed for study for the students of Commerce, Management, Hotel Management and MCA etc. This book is not only helpful for the students of Business Communication, but is also a helpful guide to those who

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*want to improve their
communication skills.*

*This softcover text centers
on the communication skills
necessary for conducting a
successful job search or
making a change in jobs. The
ability to conduct research*

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online, present a professional image, and communicate well with potential employers is critical to any job search. The workshops provided give instruction on how to create effective resumes and cover

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*letters, search for job
information, prepare for a
successful interview,
understand job expectations,
and make a job change.
Multimedia components
enhance the impact of the
workshops so users can*

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*complete a variety of
exercises on the computer,
watch video footage of
people effectively
communicating on the job,
and use the Internet to
conduct further research.
Operations Management*

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*Business and Technical
Communication*

*Business Communication for
Managers, 2/e*

*Processing of Visible
Language*

*Effective Business
Communications*

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Communication has evolved over the years. Face-to-face interactions of the past have given way to technology-driven channels of communication in present times. Communication audit, crisis communication, financial communication, communication

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beyond boundaries, and corporate communication are the new buzzwords in the language of business. The second edition of Business Communication for Managers, aimed at all MBA students, begins by briefly analysing the various theories of

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communication. It demonstrates methods of effective communication through examples, real-life scenarios, and role-plays. It adopts a multi-dimensional and integrative approach to solve communication dilemmas at the workplace and touches upon the thoughts related to

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attention, perception, empathy, and professionalism

Use the latest technology and techniques to craft winning proposals.

The Ever-Changing Mold of Modern Business Communication. Business Communication Today continually

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demonstrates the inherent connection between recent technological developments and modern business practices.

Lesikar's Business Communication

ADVANCED TECHNICAL

COMMUNICATION

Employment Communication

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Skills and Techniques

Writing in the Business Professions
"Professional Communication"
presents ten studies of
communication practices in a
variety of professional
contexts. By drawing on
diverse methodologies from

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fields such as conversation analysis, intercultural communication, and organizational studies, the essays here examine how language is constructed, managed, and consumed in various professional

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situations, ranging from academic settings to business negotiations. One important theme of the book is its emphasis on the collaboration between researchers and professionals. The

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contributors strongly believe that such collaborative partnership will provide direct implications for improving workplace communication and enhance better understanding of the construction of

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professional identity and
organizational behaviour.
This book will appeal to not
only scholars and
researchers in discourse
analysis, intercultural
communication and
professional studies, but

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also practitioners in the
related fields and
disciplines.

KEY BENEFIT: With its real-
life examples and cases, and
its lively, conversational
writing style,
Bovee/Thill/Mescon brings

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concepts to life and prepares students for obtaining and pursuing satisfying business careers.

KEY TOPICS:

Bovee/Thill/Mescon weaves a four-part pedagogical tool through out each chapter. It

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starts with Orient, which outlines what is going to be covered in the chapter and then connects these topics with a “role-model” business professional. Next is Explore, which looks at the skills that their “role-

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model” used in order to be successful. Third is Confirm, which revisits what they have learned in the chapter. And, finally, Apply allows students to use the skills they have learned in the chapter. MARKET: For

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communication

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Contracts

Business Communication (For
University of Delhi, B.Com
Hons., Sem.6)

As per the guidelines of Choice Based
Credit System (CBCS) for all Central

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Universities, including the University of Delhi, and written specifically for the Ability Enhancement Compulsory Course (AECC) in English, the book introduces students to the theory, fundamentals and tools of communication to help them develop vital communication skills that would

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be integral to personal, social and professional interactions. With minimal textual emphasis and optimal use of practice exercises, an effort has been made to make learning a pleasure for the students. While some sections have been included from theoretical point of view, several passages have

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been introduced to expose the reader to more interesting materials.**KEY FEATURES** • Easy language • Equal emphasis on theory and practice • Interactive worksheets incorporated to improve communication skills • Equips students to tackle the problem areas in reading and comprehension

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Business Communication: Making Connections in a Digital World, 12/e by Lesikar, Flatley, and Rentz provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. At their disposal, teachers have access to an

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online Tools & Techniques Blog that continually keeps them abreast of the latest research and developments in the field while providing a host of teaching materials. Business Communication attends to the dynamic, fast-paced, and ever-changing means by which business

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communication occurs by being the most technologically current and pedagogically effective books in the field. It has realistic examples that are both consumer-and business-oriented. Scientific writing is often dry, wordy, and difficult to understand. But, as Anne E. Greene shows in Writing

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Science in Plain English, writers from all scientific disciplines can learn to produce clear, concise prose by mastering just a few simple principles. This short, focused guide presents a dozen such principles based on what readers need in order to understand complex information, including

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concrete subjects, strong verbs, consistent terms, and organized paragraphs. The author, a biologist and an experienced teacher of scientific writing, illustrates each principle with real-life examples of both good and bad writing and shows how to revise bad writing to make it clearer

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and more concise. She ends each chapter with practice exercises so that readers can come away with new writing skills after just one sitting. Writing Science in Plain English can help writers at all levels of their academic and professional careers—undergraduate students

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working on research reports,
established scientists writing articles
and grant proposals, or agency
employees working to follow the Plain
Writing Act. This essential resource is
the perfect companion for all who seek
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Professional Communication

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you'll discover simple ways to ensure you always have something interesting to talk about.

Assessing the current state of writing instruction for the business world as well as promising developments of

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theory and practice in this expanding field, this book contains 14 articles by nationally known leaders in this teaching specialty. The first section of the book, looking at the writing process as it applies to professional writing, consists of:

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**(1) "Rhetorical Problem Solving:
Cognition and Professional
Writing" (L. Flower); (2)
"Arranging Business Prose" (J.
Selzer); (3) "What Classical
Rhetoric Has to Offer the Teacher
and the Student of Business and
Professional Writing" (E.**

Corbett); and (4) "Interactive Writing on the Job: Definitions and Implications of 'Collaboration'" (B. Couture and J. Rymer). Articles in the second section discuss writing as practiced in corporations, government, the law, and

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academia: (5) "Writing in Organizations" (J. Redish); (6) "Understanding the Writing Context in Organizations" (L. Driskill); (7) "The State of Legal Writing: 'Res Ipsa Loquitur'" (G. Gopen); and (8) "Writing by Academic Professionals" (D.

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Dietrich). The third section, on teaching professional writing, contains the following articles: (9) "Use of the Case Method in Teaching Business Communication" (J. DiGaetani); (10) "Building Ethos: Field Research in a Business

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***Communication Course" (D. Lauer-
man); (11) "A Critique of
the Rhetorical and Organizational
World of Business
Communications Texts" (B.
Gallagher); and (12) "The
Teaching and Practice of
'Professional Writing'" (C.***

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Knoblauch). ***Articles in the final section survey professional writing programs: (13) "What's Going On in Business and Management Communication Courses" (M. Munter); and (14) "The Professional Writing Program and the English***

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Department" (J. Brereton). (SR)

The Murphy book gives strong

emphasis to completeness,

conciseness, consideration,

concreteness, clearness,

courteousness, and correctness

in business communication.

These "seven Cs" guide student-

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readers to choose the content and style that best fits the purpose and recipient of any given message. Pedagogically rich, most chapters in this paperback text include checklists, mini-cases and problems, "Communication Probe" boxes

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which summarize related research, and sidenotes that isolate significant points that should not be missed. Two new chapters are devoted to ethics and technology respectively. An Annotated Guide to Sources, Skills, and Samples

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Businesses use technical

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**writing extensively to
communicate both within and
outside the organization. And
so, it is essential for an
individual aspiring to be an
executive to master the art of
communication. This**

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**accessible and compact book
on Advanced Technical
Communication discusses
how students can learn and
master not only the basic
skills of communication but
also complex skills such as**

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**soft skills and skills required
for preparing technical
documents. The book begins
with a discussion on the
concept of technical
communication and then it
goes on to describe the**

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differences between technical writing and general writing, and layout and format of business letters and résumé. What is more, it elaborates on technical documents such as technical proposals, reports,

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and specialized documents like theses, research papers and dissertations, differentiating them adequately. Finally, the text covers many of the soft skills required today, for example,

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technical documents by
engineers and managers.
Gives a critical evaluation as
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Animal Farm.

Communication is one of the most important aspects of the business world. Professional men and women use communication for getting ahead, resolving interpersonal

conflicts and working collaboratively with others to achieve unified goals. Since communication is such a necessary business component, business people must familiarize themselves

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**with communication
techniques that will be most
effective for them and their
professional counterparts. The
importance of communication
skills can be seen when good,
quality communication occurs**

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**that prevents
misunderstandings,
miscommunication and
conflict. It produces
productive work and
performance which ultimately
impacts the company's bottom**

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line. Business Communication is any communication used to promote a product, service, or organization - with the objective of making sale. In business communication, message is conveyed through

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various channels of communication including internet, print (publications), radio, television, outdoor, and word of mouth. There is a good chance that you may not know what kind of listener you

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are. After all, until the topic arises, most people do not tend to think about the issue. So now is the time to think about it. There are different types of listeners out there, and learning about some of

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the different ways that people listen may help you use that information to improve your listening skills. This book covers all the aspects of Business Communication. It is hoped that this book will meet

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**the requirements of teaching,
training and development
programme. Besides, the text
will provide valuable guidance
to any individual who is keen
on improving his/her
communication skills.**

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ebook version.**

A Practical Approach

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**English Communication (For
AECC Course, Delhi
University)
MANAGERIAL
COMMUNICATION.
The Business Communication
Profession**

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Communication Skills

The second symposium on processing visible language constituted a different "mix" of participants from the first.

Greater emphasis was given to the design of language, both in its historical development and in its

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current display; and to practical questions associated with machine-implementation of language, in the interactions of person and computer, and in the characteristics of the physical and environmental objects that affect the interaction. Another change

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was that a special session on theory capped the proceedings. Psychologists remained heavily involved, however, both as contributors to and as discussants of the work presented. The motivation of the conferences remains one of bringing together

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graphic designers, engineers, and psychologists concerned with the display and acquisition of visible language. The papers separately tended to emphasize the one of the three disciplines that mark their authors' field of endeavor, but are constructed to be general

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rather than parochial. Moreover, within the three disciplines, papers emphasized either the textual or the more pictorial aspects. For example, a session on writing systems ranged from principles that seem to characterize all such systems to

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specific papers on ancient Egyptian writing, modern Korean, and English shorthand. The complementary session on the nontextual media opened with a discussion of general principles of pictorial communication and included papers on

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communicating instructions, general information, or religious belief through designs and other pictorial forms, as well as a discussion. of misrepresentation. This book provides a unique orientation to the present, past, and future of the field of business

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communication by collecting reflective essays from some of its most influential scholars, teachers, and leaders. Through a series of essays that bridge personal narrative and critical analysis, this book mentors a new generation of students, teachers,

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and professionals as they encounter the challenges and opportunities of business communication and shape the future of the field. The authors—all influential figures and award winners—describe their personal histories with the field

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and discuss how major aspects have evolved over time. The essays examine the pathways through which scholars encounter the discipline, the professional challenges they face, the evolving content of the business communication curriculum, the

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development of business communication programs and institutions, the value of an entrepreneurial mindset for career development, and the relationships between research, teaching, and professional practice. They offer stories about

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a diversity of paths for achieving personal and professional success and invite readers to think about what lessons they can apply to their own career advancement and satisfaction. In total, this collection provides both a living history of the field and a series of

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real-world examples of business communication at its finest. This book is essential reading for students and scholars of business communication and can be used as a supplemental text for courses in business communication, professional

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communication, and
communication career
preparation.

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Business Communication

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Theory

Essentials of Business

Communication

Always Know what to Say

Business English

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By combining research sources with an annotated bibliography this reference title locates the sources that offer practical solutions to business and technical communication problems.

Communicating a message effectively

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needs precision—be it verbal or non-verbal. At the professional front, the accuracy of the message to be shared becomes all the more important as the business decisions may depend on the same. This book, in its second edition, continues to detail on the pre-

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*requisites of communicating
effectively in the corporate
environment and generally.*

*Beginning with an overview of
business communication, the book
educates on the principles of
communication—oral and written.*

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Divided into nine chapters, the first two chapters deal with oral communication and the next seven deal with different forms of written communication. The book teaches how to write effective letters and prepare persuasive resumé. The

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chapters are well-supported with many examples and illustrative exhibits wherever required. A new chapter (Chapter 9) has been added titled 'Writing to Communicate' which presents incorrect use of language and phrases that rob the

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text, be it a report or a letter, of authenticity and credibility. The chapter also presents correct use of the examples and the rationale or logic in the form of explanations. Designed as a textbook for the management students, this book

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would be equally useful for the management professionals and executives. Key features • Observes a simple pattern of Read-Comprehend-Test-Follow • Discusses strategies for identification and improvisation of communication skills (both oral and

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written) • Provides numerous examples and illustrations that facilitate proper grasp of the topics discussed.

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of

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communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field.

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*Key Themes Applications and
Contexts Critical Orientations
Cultural Orientations Cybernetic and
Systems Orientations Feminist
Orientations Group and
Organizational Concepts Information,
Media, and Communication*

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Concepts Interpersonal Concepts Non-
Western Orientations Paradigms,
Traditions, and Schools Philosophical
Orientations Psycho-Cognitive
Orientations Rhetorical Orientations
Semiotic, Linguistic, and Discursive*

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Orientations Theory, Metatheory,
Methodology, and Inquiry
Basic Business Communication
Business Communication Today
Organizational Communication
Abstracts, 1974*

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Persuasive Business Proposals
Business Information Sources

Lists and describes the various types of general business reference sources and sources having to do with specific management functions and fields

It is said the future belongs to Communication. And rightly so. For

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today, more than ever before, the need for effective communication is being felt. This is particularly true of business communication because, organizations in their efforts to excel in business and outdo their competitors, have to be precise and extremely effective in their communication to

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satisfy all its stakeholders—be they suppliers, distributors, advertisers or customers. This book on Business Communication, now in its Second Edition, brings to fore the multidimensional aspects of Business Communication—ranging from listening, speaking, developing skill

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sets, to exhibiting correct body language. The book emphasizes that understanding the perceptions and mindsets of the communicators and the context are crucial for business communication. This book, which is the outcome of the rich and the vast experience of Dr. Asha Kaul and her

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interaction with the brilliant young minds at IIM Ahmedabad and other B-schools, should be of immense value to the budding as well as practicing managers. All readers will find this new edition extremely useful, refreshingly different, and delectably delightful. What 's New to This Edition :

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- Extensive use of examples, anecdotes, and brief case studies to exemplify the points/issues.
- Checklist and Summary which are ready reckoners for a student hard pressed for time yet desirous of learning and change.
- Learning Objectives for each chapter and section, which bring focus

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to the text. • Activities in which the student can participate and test communication competence. • Comprehensive section on exercises at the end of each chapter, which are application oriented and test the student ' s grasp of the subject. The book is recommended by AICTE for

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PGDM course. The link is www.aicte-india.org/modelsyllabus.php

My graduate students like this book's real-world focus on public relations as a strategic role in the C-suite. –Ron Culp, professional director, Public Relations & Advertising graduate program, DePaul University; former

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Senior Vice President, Chief
Communication Officer, Sears
Leadership in Communication is a
cogent, bright, easily readable
definition of what corporate
communicators do. More than that, it's
an uncommonly careful look at how
strategic communication defines,

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drives, and creates value for a commercial enterprise—its employees, its owners, and those whom they serve. —James S. O' Rourke, IV, PhD, Professor of Management, Mendoza College of Business, University of Notre Dame The quality of leadership in any organization—business, social,

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military, and government—is enhanced or limited by the quality of its leadership communication. The authors assert that leadership is given force by strategic communication that produces results required in competitive conditions. For the professional in enterprise

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communication, this brings into focus two questions: What is the relevance of communication in the leadership process of reaching best achievable outcomes (BAOs)? And, how does the primary communication professional attain expertise and success in a leadership position? This book

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provides insights and guidance on
functioning at the highest levels of the
corporate communications profession.

Communication for Business

Business Communication: Concepts,
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***operational control"--Provided
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