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BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 8TH EDITION, offers a realistic approach to communication in today's organizations. The text covers the most important business communication concepts in detail, and thoroughly integrates coverage of today's social media and other communication technologies.

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In business communication the material flow from one person to another person or from many persons to different people. This flow may either be inside the organization or outside the

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Concept based notes Business Communication [BBA-Sem I] Manisha Singh Revised by: Ms Prity Birla Lecturer Deptt. of Science & Management Biyani Girls College, Jaipur . 2 ... Motivation energizes and activates a person and channelizes his behavior towards the attainment of desired goals.

Concept based notes Business Communication

3 Effective communication delivers a variety of important benefits. In this course, you will learn how to create effective business messages. Effective communication helps people

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6- Persuasion: Persuasion is the main function of business communication. It is most evident in effective business letters. The basic purpose of an effective letter is to influence, or to sell an idea to the reader(s).

BUSINESS COMMUNICATION SKILLS Introduction

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Communication tools can be divided into two types: Personal communication tools: Personal communication tools are those in which two or more people communicate with one another. Word of mouth is the primary means of personal communication. There are various other Medias of personal communication also such as e-mail.

Chapter 1

You learn today's most important business communication concepts in detail and within the context of how communication happens in organizations today. Company examples and situations demonstrate how principles work in the real business world.

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As an external consultant, she worked to improve communication and employee performance in hospitality, technology, education, publishing, financial services, and entertainment companies. A graduate of Cornell University and Milano, Newman is author of several editions of BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE.

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