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The Art of Communication

By K.C. Verma

2013. Hardcover. Condition: New. 245 Communication is a global phenomenon that binds the people in a family, society, and organization throughout the world. It is an art. Whether it is a family, society or organization communication takes place in every walk of human life. Communication is defined as "the process of passing information and understanding from one person to another". Interpersonal communication is fundamental to all managerial activities. Effective management is a function of effective communication. Many operations have failed because of poor communication, misunderstood messages and unclear instructions. An attempt has been made in this book to synthesize and orient the available information about communication and add some more areas that are often overlooked. Explaining the communication process, it describes in detail the important modes of communication and major barriers to it. Further explaining how to overcome these barriers, it discusses at length the development of skills to communicate effectively, and ways to ensure effective communication. ABOUT THE AUTHOR K.C. Verma had been the Principal of Polytechnic in the state of Madhya Pradesh and Chattisgarh. He graduated in Mechanical Engineering from Ravishankar University, Raipur and holds masters degree in technical education from Barkatullah University, Bhopal. He underwent advanced training in management of...



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