Communicate PDF Michael Pierce



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Forfatter: Michael Pierce ISBN-10: 9788776756987 Sprog: Dansk Filstørrelse: 2486 KB

BESKRIVELSE

Communicate! — a practical approach for commerce and industry is an indispensable guide for those whose working life involves communicating information. It offers a comprehensive coverage of most written, visual and oral communication situations a student of management or a busy executive will meet on a day to day basis. Its aim is to bring the reader up to date and to do so in a simple, clear and friendly way. Each chapter deals with one topic, starting with a refresher course on the basics, where language types are explained and basic grammar associated with technical language is examined in a conversational style. It continues with an examination of the conventions associated with written communication, right down to the smallest details: date, time, telephone, e-mail & web addresses, currency, etc. It then takes the reader on a guided tour of business communication, from how the communication process works to the various ways of communicating and how they may effectively be dealt with. An easy to read and dip into manual with a raft of tips and ideas to make your communications more effective. Answers to your questions are easily located via the clearly laid out contents. Communicate! — a practical approach for commerce and industry is written for students whose focus is a future in commerce and industry, but equally serves as a guide for anyone involved with communication in their working life.

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COMMUNICATE

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