

## Communication

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Communication is fundamental to the existence and survival of humans as well as to an organization. It is a process of creating and sharing ideas, information, views, facts, feelings from one place, person or group to another. Communication is the key to the Directing **function of management**.

A **manager** may be highly qualified and skilled but if he does not possess good communication skills, all his ability becomes irrelevant. A manager must communicate his directions effectively to the subordinates to get the work done from them properly.

# What is Communication

Communication is the process of passing information (sending) and understanding (receiving) the same from one person to another through verbal and non verbal means.

