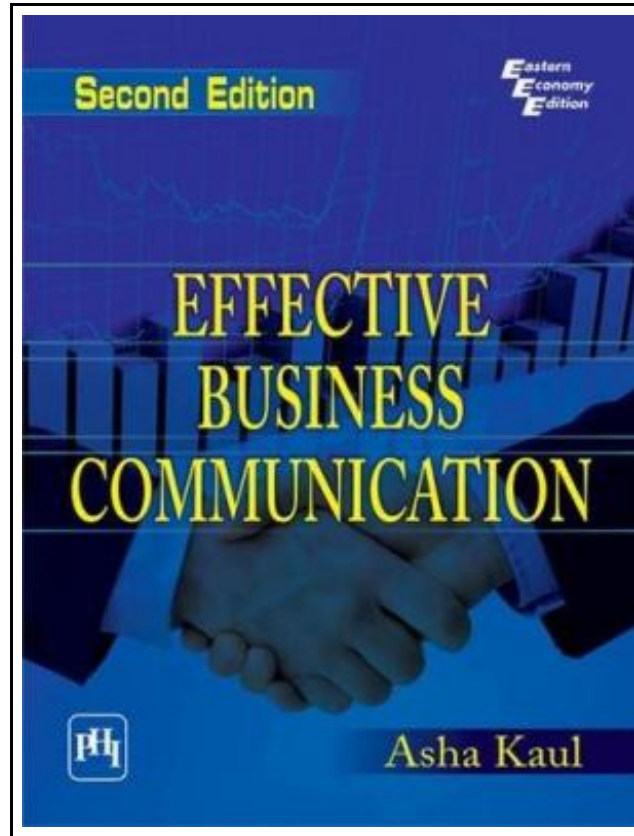


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Prentice-Hall of India Pvt.Ltd. Paperback. Book Condition: new. BRAND NEW, Effective Business Communication (2nd Revised edition), Asha Kaul, Communicating a message effectively needs precisionube it verbal or non-verbal. At the professional front, 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-requisites of communicating effectively in the corporate environment and generally. Beginning with an overview of business communication, the book educates on the principles of communicationuoral and written. 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 resumU. The chapters are well-supported with many examples and illustrative exhibits wherever required. A new chapter (Chapter 9) has been added titled aeWriting to CommunicateAE which presents incorrect use of language and phrases that rob the 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 would be equally useful for the management professionals and executives. Key featuresso Observes a simple pattern of Read-Comprehend-Test-Followo Discusses strategies for identification and improvisation of communication skills (both oral and written)o Provides numerous examples and illustrations that facilitate proper grasp of the topics discussed.



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