



THE ESSENTIAL ART OF COMMUNICATION - Lessons from the Epics & Digital Age Interactions

By DR.HEMA HIRLEKAR

Unicorn Books, 2012. Paperback. Book Condition: New. The book is about modern communication principles contained in our epics û Ramayana and Mahabharata. RamÆs analysis of HanumanÆs speech, when Ram and Lakshman meet Hanuman for the first time, explains what we call the æSeven CsÆ of effective communication. Ramayana has the most effective communicator in the legendary Hanuman. Even the Mahabharata gives some key guidelines about proper speech and interpersonal skills. This book has connected these epic guidelines of successful communication with the digital age.



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