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9 Effective Business Communication defined The communication that is used within formal business environment and produces desired results and outputs is called effective communication. OR Effective business communication is the act of influencing and inducing others to act in the manner intended by the speaker or writer/ speaker.

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The Murphy book gives strong emphasis to completeness, conciseness, consideration, concreteness, clearness, courteousness, and correctness in business communication. These "seven Cs" guide student-readers to choose the content and style that best fits the purpose and recipient of any given message. Pedagogically rich, most chapters in this paperback text include checklists, mini-cases and problems, "Communication Probe" boxes which summarize related research, and sidenotes that isolate significant points that should not be missed. Two new chapters are devoted to ethics and technology respectively.

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Communicating a message effectively needs precision∣be 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 communication∣oral 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 resumé. The chapters are well-supported with many examples and illustrative exhibits wherever required. A new chapter (Chapter 9) has been added titled ∣Writing to Communicate∣ 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 features ∣ Observes a simple pattern of Read-Comprehend-Test-Follow ∣ Discusses strategies for identification and improvisation of communication skills (both oral and written) ∣ Provides numerous examples and illustrations that facilitate proper grasp of the topics discussed.

The *Business Writer's Handbook*, Fifth Edition, uses a unique four-way access system that ensures fast, accurate retrieval of the information business writers need. The Fifth Edition includes new electronic resource coverage, updated topics and new access features.

The book is designed to comprehensively cover the course requirements of management programmes, where business communication is taught as a subject. It follows a simple and needs based approach and covers, apart from aspects of communication such as reading, writing, and listening, topics such as business etiquettes, negotiations, presentations etc. It also discusses the contemporary issues in communication. The book has a blend of theoretical and application based approach, and the coverage of the book has been designed keeping in view the industry requirements as well as feedback received by the authors from the students and teachers of communication.

Business Communication for Managers is a student-friendly, practical and example-driven book that gives students a thorough knowledge of business communication, covering all the major communication topics included in MBA syllabi across the country. The book teaches students how to communicate effectively and efficiently with the help of a chapters on communication theories, numerous exhibits, anecdotes, extensive role plays, hundreds of end-of-chapter questions, etc. The lucid language and the easy-to-follow structure of the book make this an invaluable resource for the MBA student.

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field. Key Themes Applications and Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-Cognitive Orientations Rhetorical Orientations Semiotic, Linguistic, and Discursive Orientations Social/Interactional Orientations Theory, Metatheory, Methodology, and Inquiry