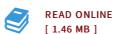




Business Communication: A Streamlined Approach to Business Communication

By Shuchi Agrawal

Authors Press, New Delhi, 2012. Soft cover. Condition: New. 550 pp. With the rapid industrialization and economic growth in the country, there has been an enormous increase in the number and size of professional organizations. As communication plays a vital role in the smooth functioning of an organization, the need to impart communication skills has assumed greater importance. There is a growing necessity to include communication skills as part of the training schemes for young managers and consultancy programmes run by reputed institutions. It is however found that adequate and relevant instructional materials are not available for proper and accurate guidance and practice. This book has been designed to fill this gap. This book contains numerous specimens, vivid illustrations and telling examples to elucidate each discussion. For practice, plenty of exercises and assignments are given at the end of every discussion.



Reviews

The publication is straightforward in study safer to recognize. It is writter in straightforward words and never hard to understand. Its been printed in an extremely straightforward way and it is just after i finished reading this book through which basically modified me, affect the way i think.

-- Percy Bernhard

This is basically the finest publication i actually have go through till now. We have read and i also am confident that i am going to likely to read through again once more in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Prof. Adell Lubowitz