



## 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.



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