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Nota di contenuto	COVER; CONTENTS; CONCEPT OF COMMUNICATION; OBJECTIVES OF COMMUNICATION; NON-VERBAL COMMUNICATION; INWARD AND OUTWARD MAIL; MEDIA AND MODES OF COMMUNICATION; CHANNELS OF COMMUNICATION; BARRIERS TO COMMUNICATION; LISTENING AND IMPROVING COMMUNICATION; SPEECHES AND PRESENTATIONS; INTERVIEWS; GROUP DISCUSSION; BASICS OF LETTER WRITING; ATTRIBUTES OF EFFECTIVE COMMUNICATION; LAYOUT OF A BUSINESS LETTER; SOCIAL AND GOODWILL LETTERS; JOB APPLICATIONS; PERSONNEL LETTERS; ENQUIRIES AND REPLIES; ORDERS AND REPLIES; COMPLAINTS AND CLAIMS; ADJUSTMENT LETTERS; SALES LETTERS CREDIT LETTERS AND STATUS ENQUIRIESCOLLECTION LETTERS; BANK LETTERS; INSURANCE LETTERS; BASICS OF REPORT WRITING; WRITING REPORTS; CASE STUDIES
Sommario/riassunto	This book is a product of the authors? extensive classroom experience of teaching graduate and postgraduate students of Management studies. Participation as Faculty in training sessions for practicing managers in various fields, gives an added dimension to the authors? treatment of the subject. A good deal of the material has grown out of discussions in training sessions as well as classrooms and hence includes contributions from persons engaged in the field. Most of the material has been successfully used in classrooms. A large number of

examples illustrate the points made. Exercises at the e
