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Nota di contenuto	COVER; CONTENTS; CHAPTER 1 : FUNDAMENTALS OF COMMUNICATION; CHAPTER 2 : TYPES OF COMMUNICATION; CHAPTER 3 : MEDIA OF COMMUNICATION; CHAPTER 4 : CONCEPT AND PRACTICE OF EFFECTIVE COMMUNICATION; CHAPTER 5 : BARRIERS TO EFFECTIVE COMMUNICATION; CHAPTER 6 : METHODS TO IMPROVE COMMUNICATION SKILLS; CHAPTER 7 : LISTENING; CHAPTER 8 : WRITTEN COMMUNICATION SKILLS; CHAPTER 9 : LAYOUT OF A BUSINESS LETTER; CHAPTER 10 : TYPES OF LETTERS; CHAPTER 11 : BANKING CORRESPONDENCE; CHAPTER 12 : INSURANCE LETTERS; CHAPTER 13 : SECRETARIAL CORRESPONDENCE; CHAPTER 14 : SALES LETTERS CHAPTER 15 : PREPARING PROMOTIONAL MATERIALCHAPTER 16 : STRUCTURE OF A REPORT; CHAPTER 17 : PRINCIPLES OF WRITING REPORTS; CHAPTER 18 : ORAL COMMUNICATION SKILLS; CHAPTER 19 : UNDERSTANDING THE AUDIENCE; CHAPTER 20 : LANGUAGE AND TONE OF ORAL COMMUNICATION; CHAPTER 21 : UNDERSTANDING BODY LANGUAGE
Sommario/riassunto	This is a handbook of Business Communication for students as well as for professionals and business persons. It gives a sound understanding of communication theory and the principles of effective communication,both oral and written. It contains many communication

techniques and tips for handling delicate situations tactfully. Besides a number of illustrative examples, every chapter has practice exercises. This ninth revised edition takes into account the communication needs of business people. Topics such as dealing with cross-cultural communication, choosing the most effective medium for convey

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