



Business Communication

By M K Sehgal, Vandana Khetarpal

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Communication is fundamental to all aspects of life and society. It plays a vital role in all business organisations. It is considered an essential skill for all and sundry at every level of an organisation. It is the life blood of an organisation. The effective performance of any functionary in any organisation social, governmental or corporate is dependent on the ability to communicate effectively. This book describes various dynamics of business communication. It discusses in detail (a) types of formal and informal communication, (b) forms of written and oral communication, such as letters, memos, orders, interviews, group discussions and meetings, (c) importance of non-verbal communication and so on. This book is helpful for students of Commerce, Management, Hotel Management and MCA. In addition, it would prove to be a useful guide to anyone interested in improving his/her communication skills. Highlights of the book 1 Reader-friendly approach 1 Comprehensive coverage of basic concepts and principles of communication 1 Simple, need-based and sequential topics 1 Coverage of relevant dimensions of business communication from a learner's perspective 1 Coverage of topics prescribed by universities for students of BCom, MBA and MCA

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