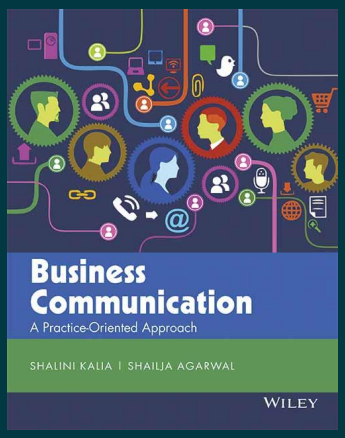


Business Communication: A Practice-Oriented Approach

By Shalini Kalia, Shailja Agarwal

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Description

This is a comprehensive textbook designed especially for management students. The uniqueness of this book lies in the way it approaches the subject of business communication - it follows a practice-oriented approach to explain the core concepts of business communication with the help of real-life case situations, examples, exhibits, etc. The book targets to set the mental faculty of students to motion into dealing with day-to-day communication challenges through rigorous, innovative and interesting activities like diagnostic surveys, simulations, role plays, reflection journals, case studies, video cases, etc.

About the Author

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Dr Shalini Kalia has more than 12 years of teaching experience with management institutes of repute and is currently working as Associate Professor and Area Chairperson−Business Communication with Institute of Management Technology

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