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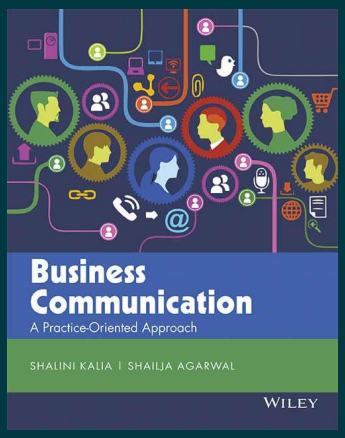

Business Communication: A Practice-Oriented Approach

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

Shalini Kalia, Shailja Agarwal

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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