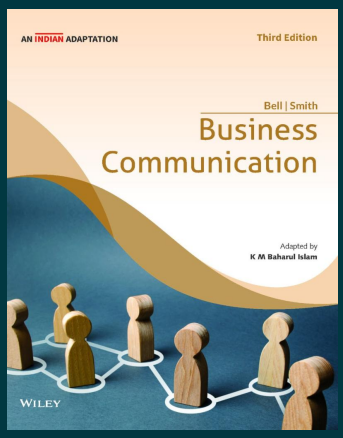
WILEY



Business Communication, 3ed (An Indian Adaptation)

By Arthur H. Bell, Dayle M. Smith, K M Baharul Islam

Paperback 9789354642388 ₹1,099.00

Pages: 664

Description

Business Communication is a step-by-step guide for learning specific techniques which help readers improve their communication skills and achieve clarity and brevity in business writing. The book follows a four-part approach to communication instruction: explain it, try it, evaluate it, perfect it. It provides graduate and undergraduate students, managers, and managers-in-training with the tools they need to become masterful communicators.

About the Author

Arthur H. Bell, Dayle M. Smith, K M Baharul Islam

Arthur H. Bell is Executive Director of MBA Programs at the Masagung Graduate School of Management, University of San Francisco

Table of Contents

Part One Pillars of Business Communication

Chapter 1 Communication Architecture for Professional Success

- Writing for Your Present and Future
- Speaking for Your Present and Future
- Listening for Your Present and Future
- Communication Technologies
- Specific Challenges of the Communication Revolution
- Thriving in an Era of More Words, More Information, and More Stored Documents
- Preparing for Ceaseless Change
- Planning for Effective Communication
- What is Communication?
- What Do We Know about Communication?
- Communication Patterns within an Organization
- Upward, Downward

To purchase this product, please visit:
https://www.wileyindia.com/business-communication-3ed-an-indian-adaptation.html

Scan to buy