



Business Communication

S.S.Das, Bhagaban Debasish

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In today's electronic age, with all its gadgetry, for example, cell phones, fax machines, iPods, Blackberries, and computers, information is transmitted at the speed of light. Such electronic devices, however, are only as effective as the humans operating them, which is why members of an organization must possess proficiency in writing, speaking, listening, and reading.

This book will prepare students to understand and shape message-related behaviours for the purpose of improving communicative interactions. The main objective of the book is to provide the students with a detailed knowledge of business communication and report writing enabling them to:

Acquire practical and oral communication skills

Use written Communication skilfully in different business situations

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