

# Asha Kaul Effective Business Communication

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**Business Communication** - Dr.Ramesh R Kulkarni, Mr. Rangappa Yaraddi 2017-11-27

This book which is an introduction to Business communication covers the theoretical aspects of undergraduate and postgraduate students of different universities. It covers all the aspects in a simple manner with the practical case studies. It covers various topics such as organizational communication, types of communication, external and internal business corresponds along with case studies and activities. This text clearly explains how to do communication in present business scenario in a step wise manner. A sufficient care is taken to keep the book simple. Any reader can clearly understand the concepts without many difficulties. Some error might have been there and the publisher or author is not liable for the damage caused if any. In some concepts, the case studies and activities are imaginary in nature and do not mimic any real time entities. This book is very useful for management and commerce students of both undergraduate and postgraduate level. A sample paper has been solved to help the students to understand the concepts better and present them effectively in their writing. We are always open for your suggestion and comments for further improvements of this book.

*Managing Public Relations and Brand Image through Social Media* - Singh, Anurag 2016-05-16

Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand's reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions. Participation in social media is mandatory for a brand's success in this highly competitive online era. *Managing Public Relations and Brand Image through Social Media* provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation. This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.

**Developing Courses in English for Specific Purposes** - H. Basturkmen 2010-10-01

Presented in two parts, this book firstly introduces core considerations in ESP course development drawing on examples from a wide range of ESP and EAP courses. Secondly four case studies show how experienced ESP teachers and course developers went about developing courses to meet the needs of their particular learners.

**Business Communication Today** - Courtland L. Bovee 2016

The Ever-Changing Mold of Modern Business Communication. *Business Communication Today* continually demonstrates the inherent connection between recent technological developments and modern business

practices.

**NEW PARADIGMS OF GENDER INCLUSIVITY** - ASHA KAUL 2012-01-19

Diversity, inclusivity, and gender mainstreaming have today become the buzzwords in the corporate arena and civil society. The reason is increased business requirement for diverse competencies and skill sets. Hence, the need to have a mixed gender group has become a business imperative. Furthermore, there is heightened awareness that women are equally competent and talented, if not more, than men in various professional jobs. With increasing job opportunities, tapping and retaining this talent through initiation of various programmes within organizations has shown positive results. *New Paradigms for Gender Inclusivity : Theory and Best Practices* scripts some of the practices, in the form of case studies, which organizations have followed to enhance gender inclusiveness. These real-life case studies highlight the role played by organizations in facilitating the progression of women which indirectly has helped in their growth, development and recognition of being a forerunner in promoting diversity. The book is divided into three parts. Parts I and III begin with a theoretician's perspective on gender inclusiveness and gender mainstreaming in India, respectively and close with an academic detailing on reasons and causes for the same. Statistical data and models in the last chapter for the two parts validate the corporate, governmental and civil society attempts at introducing creative yet simple methodologies to make gender diversity and inclusion a reality in the workplace. In Part I, six case studies on the following companies: Broadridge, IBM Daksh, Infosys, Shell India, Jamshedpur Utilities and Services Company Ltd.: A Tata Enterprise, and Wipro have been presented which discuss the need for gender diversity and inclusiveness, drivers and barriers, and showcase measures adopted to overcome those barriers. Five cases: SEWA, Indian Police, Sakti, Indian Railways, and RUDI have been presented in Part III which highlight tasks accomplished by women in their area of expertise, marketing strategies adopted by the civil society to promote goods produced by women, sensitization workshops to address harassment, and training workshops. Part II (Interlude) is a break from organizational cases and shares some experiences, angst, insights and observations on gender diversity and inclusion through a narration, a poem and a reflective piece. This book on case studies will be extremely useful for postgraduate students pursuing gender studies in Management Institutes, students working on gender related dissertation topics and corporate houses keen to learn from best practices of other organizations. Additionally, it would benefit readers who wish to learn about organizational policies and practices for gender inclusivity.

*Corporate Communication Through Social Media* - Asha Kaul 2017-10

Provides a comprehensive look at social-mediated developments in corporate and organizational communication and examines the consequent implications

for reputation management

**Business Communication for Managers, 2/e** - Payal Mehra  
Communication has evolved over the years. Face-to-face interactions of the past have given way to technology-driven channels of communication in present times. Communication audit, crisis communication, financial communication, communication beyond boundaries, and corporate communication are the new buzzwords in the language of business. The second edition of *Business Communication for Managers*, aimed at all MBA students, begins by briefly analysing the various theories of communication. It demonstrates methods of effective communication through examples, real-life scenarios, and role-plays. It adopts a multi-dimensional and integrative approach to solve communication dilemmas at the workplace and touches upon the thoughts related to attention, perception, empathy, and professionalism  
**Motivating Language Theory** - Jacqueline Mayfield  
2017-09-07

This book presents the findings, applications, and theoretical underpinnings of a unique leadership communication model: motivating language theory. Drawing from management, social science, and communication theories, motivating language theory demonstrates how leader-to-follower speech improves employee and organizational well-being and drives positive workplace outcomes (such as employee performance, retention, and job satisfaction) in a wide array of settings. It presents an integrated model based on empirical findings and theoretical developments from the past three decades to explore the three dimensions of motivating language: direction giving language, empathetic language, and meaning-making language. It will be a comprehensive source for its empirical relationships, generalizability, theoretical basis, and future directions for research and practice.

**Demystifying Leadership** - Vishal Gupta 2021-07-18

Can leadership lessons be learnt from the Mahabharata? *Demystifying Leadership* positively asserts that we can and probes inquiry in the lives of six characters- Bhishma, Ashvatthama, Karna, Shakuni, Kunti and Krishna. It studies these characters in inescapable situations as they navigate through life by demonstrating values, decision-making ability, integrity and principles. Within the given constraints, some of these characters swim and rise, while others sink in moral turpitude. Extrapolating these successful and not-so-successful character traits to corporate leaders and linking them to scholarship, the authors provide lessons for leaders and managers operating in diverse situations. Borrowing from different disciplines, such as literature, philosophy, politics and psychology, *Demystifying Leadership* proposes to link essentials of leadership in the form of a Leadership Triangle comprising six levels: positive personality, peace with personal identity, purpose, positive use of power and politics, paradoxical leadership and principled pragmatism. It takes a grounded approach in amalgamating mythology and leadership through scholarship and practice.

**The Promise of Assistive Technology to Enhance Activity and Work Participation** - National Academies of Sciences, Engineering, and Medicine 2017-09-01

The U.S. Census Bureau has reported that 56.7 million Americans had some type of disability in 2010, which represents 18.7 percent of the civilian noninstitutionalized population included in the 2010 Survey of Income and Program Participation. The U.S. Social Security Administration (SSA) provides disability benefits through the Social Security Disability Insurance (SSDI) program and the Supplemental Security Income (SSI) program. As of December 2015, approximately 11 million individuals were SSDI beneficiaries, and about 8 million were SSI beneficiaries. SSA currently considers assistive devices in the nonmedical and medical areas of its program guidelines. During

determinations of substantial gainful activity and income eligibility for SSI benefits, the reasonable cost of items, devices, or services applicants need to enable them to work with their impairment is subtracted from eligible earnings, even if those items or services are used for activities of daily living in addition to work. In addition, SSA considers assistive devices in its medical disability determination process and assessment of work capacity. The *Promise of Assistive Technology to Enhance Activity and Work Participation* provides an analysis of selected assistive products and technologies, including wheeled and seated mobility devices, upper-extremity prostheses, and products and technologies selected by the committee that pertain to hearing and to communication and speech in adults.

**The SAGE Encyclopedia of Corporate Reputation** - Craig E. Carroll 2016-05-04

What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and organizational psychology, and sociology. As a formal area of academic study, it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediatized environments create new challenges, pitfalls, and opportunities for organizations. Successfully engaging, dealing with, and working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The *SAGE Encyclopedia of Corporate Reputation* comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although organized A-to-Z, a thematic "Reader's Guide" in the front matter groups related entries by broad areas. A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader's Guide and Cross-References to provide thorough search-and-browse capabilities.

**Effective Augmentative and Alternative Communication Practices** - M. Alexandra Da Fonte 2018-07-17

*Effective Augmentative and Alternative Communication Practices* provides a user-friendly handbook for any school-based practitioner, whether you are a special education teacher, an augmentative and alternative communication (AAC) consultant, assistive technology consultant, speech language pathologist, or occupational therapist. This highly practical book translates the AAC research into practice and explains the importance of the use of AAC strategies across settings. The handbook also provides school-based practitioners with resources

to be used during the assessment, planning, and instructional process.

**Easy Money** - Vivek Kaul 2014-07-08

The second book in the Easy Money trilogy discusses how the global financial system evolved in the aftermath of the First World War and how that finally led to the dot-com crash in the United States, in the early 2000s. It gives an overview of how in the aftermath of the First World War, Europe was in major trouble. The book also analyzes how the United Kingdom of Great Britain, which was once the premier nation of the world, lost out to its former colony, the United States of America. The dominance of the United States led to its currency, the dollar, becoming the international reserve currency. This led to the United States having an exorbitant privilege which it still continues to have. Over the years, this exorbitant privilege has led to many financial crises in different parts of the world. It has also been responsible for the current financial crisis as well. The book concludes with the wisdom of the legendary investor Warren Buffett, who was deemed to be a failure, during the heydays of the dot-com bubble, when his investment company Berkshire Hathaway could not generate the stupendous returns that dot-com stocks had been generating. Nevertheless, in the end, it was Buffett who had the last laugh. As he wrote to his shareholders: "But a pin lies in wait for every bubble." The lessons of the dot-com bubble bursting were never really learnt, and soon the same mistakes would be made again.

**SPEAKING WITH STYLE** - MAHINDRA, ASHOK 2021-11-01

The art of public speaking is not a gift from heaven, but rather an accomplishment achieved through practice and hard work. You too can achieve this level of competence, if not mastery, by adopting the ideas and suggestions offered in Speaking with Style. This is a complete and comprehensive guide on the art of public speaking, which offers detailed and practical advice on mastering the skill to help readers becoming an effective, confident, and powerful speaker. Comprising 65 chapters divided into six sections, the book covers all important aspects of speech making ranging from preparation, presentation, rhetorical devices, self-analysis, to dealing with regulators and law courts. Each chapter is self-contained and complete in itself covering a technique that, once mastered, will enhance your power as a speaker. The author distills his extensive experience of forty years as a public speaker to present valuable insights and tips on becoming an accomplished speaker and empathetic communicator. His recommendations are easy, realistic, and are often accompanied by a checklist of instructions and examples from famous speakers down the ages. Since he is a chartered accountant, the students of accountancy and accountants in the profession and industry will find this book more interesting and relevant to them. Besides, it will be of immense value to the students and professionals in various other fields. **TARGET AUDIENCE** This is a must-read book for speakers, educators, trainers, entrepreneurs, executives, leaders and all those who aspire to improve their public speaking skills.

**Business Communication** - M. K. Sehgal 2008

Communication is the lifeblood of every business organization. This book on Business Communication aims to bring about the relevance/importance of communication in business. It highlights the different types of formal and informal communication taking place in an organization. Various forms of written and oral communication; including letters, memos, orders, interviews, group discussions, meetings etc., have been discussed in detail. Besides, the importance of non-verbal communication has also been elucidated. Effort has been made to keep the text simple and comprehensible, including a lot of examples and case

studies. Students' exercise at the end of every chapter has been added to inculcate interest in readers for higher and deeper learning. There is comprehensive coverage of all topics on Business Communication prescribed for study for the students of Commerce, Management, Hotel Management and MCA etc. This book is not only helpful for the students of Business Communication, but is also a helpful guide to those who want to improve their communication skills.

**Business Communication** -

**Communicating for Change** - Roger D'Aprix 1996-04-19  
Marshal support throughout your organization Develop a communications strategy that works for -- not against -- you. Based on years of battle-tested principles and case-examples, Roger D'Aprix tells managers how they can avoid the communications breakdowns that sabotage attempts at change, and cause employees to lose faith in their leaders and the system itself. Instead, he shows how communications can be used strategically to connect an organization's vision, mission and business goals to the forces and opportunities in the marketplace -- the driving force behind all change. Includes D'Aprix's market-based strategic communications model for integrating and aligning communications at all levels.  
**Business Communication** - Meenakshi Raman 2012-08-09  
Business Communication 2e provides comprehensive and in-depth coverage of the concepts and key applications of business communication. The second edition of this text for management students has been revised to reflect recent changes in the business environment and the needs of students.

**Corporate Reputation Decoded** - Asha Kaul 2014-04-30

Corporate Reputation Decoded is the first book of its kind that traces the journey of Indian companies in building corporate reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR—company's stakeholders, situations demanding CR interventions, and the impact of a company's culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birla Group, HDFC, among others), which enhance the understanding of CR in India as well as benchmark CR best practices in India. The book is of major significance to CR practitioners, scholars, teachers, students and C-Suite professionals who will also find the techniques proposed in the book interesting as they can assess, evaluate, adopt and adapt strategies followed by other companies for reputation enhancement.  
**MANAGERIAL COMMUNICATION.** - URMILA. RAI 2015

**The Fine Art of Small Talk** - Debra Fine 2005-10-01

Nationally recognized communication expert Debra Fine reveals the techniques and strategies anyone can use to make small talk--in any situation. Do you spend an abnormal amount of time hiding out in the bathroom or hanging out at the buffet table at social gatherings? Does the thought of striking up a conversation with a stranger make your stomach do flip-flops? Do you sit nervously through job interviews waiting for the other person to speak? Are you a "Nervous Ned or Nellie" when it comes to networking? Then it's time you mastered The Fine Art of Small Talk. With practical advice and conversation "cheat sheets," The Fine Art of Small Talk will help you learn to feel more comfortable in any type of social situation, from lunch with the boss to an association event to a cocktail party where you don't know a soul.

**Communication Skills** - 2003

Soft cover, Perfect-bound, 95 pages

**EFFECTIVE BUSINESS COMMUNICATION** - ASHA KAUL 2014-12-11

Communicating a message effectively needs precision--be

it verbal or non-verbal. At the professional front, the accuracy of the message to be shared becomes all the more important as the business decisions may depend on the same. This book, in its second edition, continues to detail on the pre-requisites of communicating effectively in the corporate environment and generally. Beginning with an overview of business communication, the book educates on the principles of communication—oral and written. Divided into nine chapters, the first two chapters deal with oral communication and the next seven deal with different forms of written communication. The book teaches how to write effective letters and prepare persuasive resumé. The chapters are well-supported with many examples and illustrative exhibits wherever required. A new chapter (Chapter 9) has been added titled 'Writing to Communicate' which presents incorrect use of language and phrases that rob the text, be it a report or a letter, of authenticity and credibility. The chapter also presents correct use of the examples and the rationale or logic in the form of explanations. Designed as a textbook for the management students, this book would be equally useful for the management professionals and executives. Key features • Observes a simple pattern of Read-Comprehend-Test-Follow • Discusses strategies for identification and improvisation of communication skills (both oral and written) • Provides numerous examples and illustrations that facilitate proper grasp of the topics discussed.

Communication Skills - Dr. Nageshwar Rao 2009-01-01

**Introduction to Sociology 3e** - Tonja R. Conerly  
2021-06-04

**BUSINESS COMMUNICATION** - ASHA KAUL 2009-01-01

It is said the future belongs to Communication. And rightly so. For today, more than ever before, the need for effective communication is being felt. This is particularly true of business communication because, organizations in their efforts to excel in business and outdo their competitors, have to be precise and extremely effective in their communication to satisfy all its stakeholders—be they suppliers, distributors, advertisers or customers. This book on Business Communication, now in its Second Edition, brings to fore the multidimensional aspects of Business Communication—ranging from listening, speaking, developing skill sets, to exhibiting correct body language. The book emphasizes that understanding the perceptions and mindsets of the communicators and the context are crucial for business communication. This book, which is the outcome of the rich and the vast experience of Dr. Asha Kaul and her interaction with the brilliant young minds at IIM Ahmedabad and other B-schools, should be of immense value to the budding as well as practicing managers. All readers will find this new edition extremely useful, refreshingly different, and delectably delightful. What's New to This Edition :

- Extensive use of examples, anecdotes, and brief case studies to exemplify the points/issues.
- Checklist and Summary which are ready reckoners for a student hard pressed for time yet desirous of learning and change.
- Learning Objectives for each chapter and section, which bring focus to the text.
- Activities in which the student can participate and test communication competence.
- Comprehensive section on exercises at the end of each chapter, which are application oriented and test the student's grasp of the subject. The book is recommended by AICTE for PGDM course. The link is [www.aicte-india.org/modelssyllabus.php](http://www.aicte-india.org/modelssyllabus.php)

**Easy Money** - Vivek Kaul 2013-10-29

"A man hears what he wants to hear and disregards the rest," wrote singer and songwriter Paul Simon some decades back. Books on the current financial crisis which started in late 2008 are a tad like that. Until

now they have tended to deal with certain aspects of the crisis without looking at the bigger picture of what really went wrong. That bigger picture of the ongoing financial crisis has now started to evolve. Easy Money captures this big picture. The history of money and the financial system as it has evolved over the centuries stand at the heart of this endeavor. It explores the idea that the evolution of money over centuries has led to an easy money policy being followed by governments and central banks across the world, which in turn has fueled humongous Ponzi schemes, which have now started to unravel, bringing the whole world on the brink of a financial disaster. The book also explains how the lessons of the financial crisis have still not been learned, and in trying to deal with it, governments across the world are making the same mistakes which led to the current crisis in the first place.

Communicating Corporate Social Responsibility in the Digital Era - Adam Lindgreen 2017-12-12

Although literature on corporate social responsibility is vast, research into the use and effectiveness of various communications through digital platforms about such corporate responsibility is scarce. This gap is surprising; communicating about corporate social responsibility initiatives is vital to organizations that increasingly highlight their corporate social responsibility initiatives to position their corporate brands for both consumers and other stakeholders. Yet these organizations still sometimes rely on traditional methods to communicate, or even decide against communicating at all, because they fear triggering stakeholders' skepticism or cynicism. A systematic, interdisciplinary examination of corporate social responsibility communication through digital platforms therefore is necessary, to establish an essential definition and up-to-date picture of the field. This research anthology addresses the above objectives. Drawing on marketing, management, and communication disciplines, among others, this anthology examines how organizations construct, implement, and use digital platforms to communicate about their corporate social responsibility and thereby achieve their organizational goals. The 21 chapters in this anthology reflect six main topic sections: Challenges and opportunities for communicating corporate social responsibility through digital platforms. Moving toward symmetry and interactivity in digital corporate social responsibility communication. Fostering stakeholder engagement in and through digital corporate social responsibility communication. Leveraging effective digital corporate social responsibility communication. Digital activism and corporate social responsibility. Digital methodologies and corporate social responsibility.

Social Media Marketing - Tracy L. Tuten 2014-12-09

**\*\*Winner of the TAA 2017 Textbook Excellence Award\*\***

"Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users."—TAA Judges Panel Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights. The authors outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include: 1. Community (e.g. Instagram) 2. Publishing (e.g. Tumblr) 3. Entertainment (e.g. Candy Crush Saga) 4. Commerce (e.g. Groupon) This Second Edition contains new examples, industry developments and academic research to help students remain current in

their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate. The textbook also provides a free companion website that offers valuable additional resources for both instructors and students. Visit: [study.sagepub.com/smm](http://study.sagepub.com/smm). Readers of the book are also invited to join the authors and others online by using the hashtag: #smm

**Managing in a VUCA World** - Oliver Mack 2015-07-15

This book examines volatility, uncertainty, complexity and ambiguity (VUCA) and addresses the need for broader knowledge and application of new concepts and frameworks to deal with unpredictable and rapid changing situations. The premises of VUCA can shape all aspects of an organization. To cover all areas, the book is divided into six sections. Section 1 acts as an introduction to VUCA and complexity. It reviews ways to manage complexity, while providing examples for tools and approaches that can be applied. The main focus of Section 2 is on leadership, strategy and planning. The chapters in this section create new approaches to handle VUCA environments pertaining to these areas including using the Tetralemma logics, tools from systemic structural constellation (SySt) approach of psychotherapy and organizational development, to provide new ideas for the management of large strategic programs in organizations. Section 3 considers how marketing and sales are affected by VUCA, from social media's influence to customer value management. Operations and cost management are highlighted in Section 4. This section covers VUCA challenges within global supply chains and decision-oriented controlling. In Section 5 organizational structure and process management are showcased, while Section 6 is dedicated to addressing the effects of VUCA in IT, technology and data management. The VUCA forces present businesses with the need to move from linear modes of thought to problem solving with synthetic and simultaneous thinking. This book should help to provide some starting points and ideas to deal with the next era. It should not be understood as the end of the road, but as the beginning of a journey exploring and developing new concepts for a new way of management.

**Augmentative and Alternative Communication** - David R. Beukelman 2012

The fourth edition of the foundational, widely adopted AAC textbook *Augmentative and Alternative Communication* is the definitive introduction to AAC processes, interventions, and technologies that help people best meet their daily communication needs. Future teachers, SLPs, OTs, PTs, and other professionals will prepare for their work in the field with critical new information on advancing literacy skills; conducting effective, culturally appropriate assessment and intervention; selecting AAC vocabulary tailored to individual needs; using new consumer technologies as affordable, nonstigmatizing communication devices; promoting social competence supporting language learning and development; providing effective support to beginning communicators; planning inclusive education services for students with complex communication needs; and improving the communication of people with specific developmental disabilities and acquired disabilities. An essential core text for tomorrow's professionals--and a key reference for in-service practitioners--this fourth edition prepares readers to support the communicative competence of children and adults with a wide range of complex needs.

**Managerial Communication** - Geraldine E. Hynes 2018-01-20  
A Practical, Strategic Approach to Managerial Communication  
*Managerial Communication: Strategies and Applications* focuses on communication skills and strategies that managers need to be successful in today's workplace. Known for its holistic overview of communication, solid research base, and focus on managerial competencies, this text continues to be the

market leader in the field. In the Seventh Edition, author Geraldine E. Hynes and new co-author Jennifer R. Veltsos preserve the book's strategic perspective and include new updates to reflect the modern workplace. The new edition adds a chapter on visual communication that explains how to design documents, memorable presentations, and impactful graphics. New coverage of virtual teams, virtual presentations, and online communication help students avoid common pitfalls when using technology. "This is probably the best book on Managerial Communication in the market." –Astrid Sheil, California State University San Bernardino

**Lesikar's Business Communication** - Kathryn Rentz 2010-02-01

*Business Communication: Making Connections in a Digital World*, 12/e by Lesikar, Flatley, and Rentz provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. At their disposal, teachers have access to an online Tools & Techniques Blog that continually keeps them abreast of the latest research and developments in the field while providing a host of teaching materials. *Business Communication* attends to the dynamic, fast-paced, and ever-changing means by which business communication occurs by being the most technologically current and pedagogically effective books in the field. It has realistic examples that are both consumer- and business-oriented.

*Pragmatic Approach to Corporate Communication* - Dr Ananta Geetey Uppal

**Basic Business Communication** -

*Essentials of Business Communication* - Mary Ellen Guffey 2012-01-15

ESSENTIALS OF BUSINESS COMMUNICATION, 9TH EDITION presents a streamlined approach to business communication that includes unparalleled resources and author support for instructors and students. ESSENTIALS OF BUSINESS COMMUNICATION provides a four-in-one learning package: authoritative text, practical workbook, self-teaching grammar/mechanics handbook, and premium Web site. Especially effective for students with outdated or inadequate language skills, the Ninth Edition offers extraordinary print and digital exercises to help students build confidence as they review grammar, punctuation, and writing guidelines. Textbook chapters teach basic writing skills and then apply these skills to a variety of e-mails, memos, letters, reports, and resumes. Realistic model documents and structured writing assignments help students build lasting workplace skills. The Ninth Edition of this award-winning text features increased coverage of electronic messages and digital media, redesigned and updated model documents to introduce students to the latest business communication practices, and extensively updated exercises and activities. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.  
**Business Communication: Concepts, Cases and Applications (for Chaudhary Charan Singh University)** - P. D. Chaturvedi 2011

**The Effective Presentation** - Asha Kaul 2009-02-04

Designed to respond to the growing needs of professionals and those in the academia, this book is a comprehensive, step-by-step guide to making effective presentations. Written in a clear, accessible style, the author provides a friendly approach to a process that is often a nerve-racking task for many. The author discusses how to plan presentations across disciplines, their delivery and aesthetics, and helpful tips throughout. With a multi-level focus, it also includes sections on: –choosing the right content and then sequencing it logically for maximum impact –duration of

the presentation, ideal size of the audience and their level of understanding and knowledge base –presentation delivery, styles of communication, writing tips and the use of PowerPoint and video conferencing –audience interaction –strategies to avoid common pitfalls  
**Business Communication: Connecting at work (with CD)** - Hory Sankar Mukerjee 2012-11-29  
Business Communication: Connecting at work is a comprehensive textbook designed especially for the post graduate students of business management. It takes a practice oriented approach to explain the core concepts

of business communication with the help of examples, case studies, exhibits and illustrations.  
Sense and Solidarity - Jean Drèze 2019  
This collection of Jean Drèze's essays offer a unique insight on issues of hunger, poverty, inequality, corruption, conflict, and the evolution of social policy in India over the last twenty years. 'Sense and Solidarity' enlarges the boundaries of social development towards a broad concern with the sort of society we want to create.