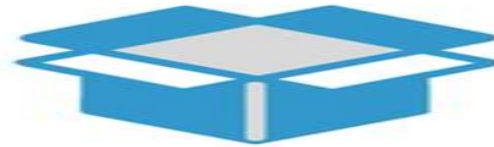


THE BASICS OF BUSINESS COMMUNICATION

WHO ARE YOU?

WHAT PRODUCT/SERVICE DO YOU OFFER?

Does it make sense?
What problem(s) does it solve?
What makes it different?



WHO IS YOUR AUDIENCE?

WHAT IS THEIR COMMUNICATION STYLE?

Do you know your audience?
Do you understand their style?
Do you edit to their style?

WHO IS AFFECTED?

WHO ARE YOUR KEY PERSONS?

Internal/Partners/Customers?
What communication stage are you in?
Who needs to know per stage?



WHAT IS YOUR PURPOSE?

WHAT DO YOU WANT TO ACHIEVE?

What should the audience know?
What should they feel?
What should they do?

DID YOU DELIVER?



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Basic Business Communication

Elizabeth C. Annan-Prah



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Business Communication Vikram Bisen, Priya, 2009 This book has been designed strictly according to the syllabus of U P Technical University Lucknow for the core subjects offered to the management students The book provides a complete view of communication used in business and helps students develop effective communication skills The book is segregated into ten chapters of which the first chapter deals with the basics of communication and its role in the business cycle Some chapters detail communication of different types and its relationship with organization and in technological evolution in the present day scenario Other chapters describe correspondence and report writing presentation skills and how to tackle case studies

Basic Business Communication Skills Margareta Petruț, 2005 **Business Communication** Namita Gopal, 2009 About the Book Communication skills have emerged as a major required skill set for young graduates and citizens in India today This book on Business Communication is geared to give the reader a comprehensive view about all aspects of communication oral written body language and technology based Business Communication forms a part of the syllabus of not only business related courses but also of other degrees and postgraduate programmes This book offers an in depth study and practice exercises that will help all to improve their communication skills to a great extent It is appropriately partitioned into various sections each of which is independent of each other The highlight of this textbook is that it also contains a section on

communication equipment i e fax telephones video conferencing franking machines etc The section on grammar is interestingly divided into exclusive chapters on essential parts of good English knowledge The part on Internet technology and basic knowledge on Microsoft office is rarely found in other texts of business communication In all this book will be a valuable aid for students interested in academic pursuits as well as anyone else who wants to upgrade his her knowledge

Contents Part 1 Concepts of Communication Part 2 Business Communication Technology Part 3 Oral Communication Part 4 Written Communication Part 5 Using Software Applications the Internet Part 6 Grammar Part 7 Dictionary Usage

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