

# Business Communication

B.C. derived from latin word "Communis". means Common.

- To pass on info. news or thoughts.
- To spread to another or others.

Dictionary meaning of comm. is to convey or exchange info & share ideas.

\* Art of transmitting info, ideas & attitudes from one person to another.

\* Comm. is important to everyone it's the only way through which we give & receive info.

## Characteristics of Communication →

- It is a Process
- It is Dynamic
- Inevitable (जो भी जग में है).
- Meaning Based
- Intentional or Unintentional
- Systematic
- 2 way Process
- Social Process
- Continuous

## Elements →

- Involves interaction & transaction meaningful interaction among human beings.

# Business Communication Notes

**Wenbin Ji**



## **Business Communication Notes:**

**Business Communication** Mr. Rohit Manglik, 2024-03-11 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels

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**Planning** Analyze Study your purpose lay out your writing schedule and then profile your audience your audience Analyze Study your purpose lay out your writing schedule and then profile your audience **Writing** Organize Define your main ideas limit the scope group your points and choose the direct or indirect approach **Compose** Control your style through level of formality and conversational tone Choose your words carefully so that you can create effective sentences and paragraphs **Completing** Revise Evaluate content and review readability editing and rewriting for clarity and conciseness **Produce** Use effective design elements and suitable delivery methods **Proofread** Review for errors in layout spelling and mechanics This text provides dozens of superb examples of the finished product including documents from such well known companies as Krispy Kreme Doughnuts Ace Hardware Target Office Depot PetSmart and Carnival Cruise Lines to name just a few Many documents are accompanied by a graphic describing how the three step process is applied and all include annotations in the margins that discuss precisely how to apply the principles presented in the text reasons that *Business Communication Today* is the most successful business communication textbook published in the past 50 years

**Fundamentals of Contemporary Business Communication** Scot Ober, 2007 This text provides teaching aids at point of use Included in the margin notes are brief anecdotes and quotations gathered from contemporary business publications that can be used to enrich lecture material Teaching tips and references to other resource materials can be found in the margins as well as thumbnail PowerPoint slides and handouts that suggest when to incorporate the presentation and handout materials into the lecture

*BUSINESS COMMUNICATION* Veera Thakur, Vikrant Verma, 2024-11-01 Buy E Book of BUSINESS COMMUNICATION For MBA 1st

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