



Business Communication

By Madhukant Jha

2009. Hardcover. Book Condition: New. 322 This book presents the intricacies of business communication as no other book in the market does. It introduces the subject in an absorbing way, is stimulating and motivates readers. This book gives the foundation for practical and effective business communication. It covers in detail-letters, brief messages, memos, e-mail, reports and oral presentations. This is a must-have book for everyone engaged in business communication. About The Author:- Madhukant Jha has served at various senior managerial positions in a variety of companies. Beginning in 2003, he came into the field of management education. He has taught in diverse settings, such as universities, management schools, and has given lectures to management professionals. Contents:- Contents # Preface ix.: 1. Communication Strategy 1.: Driving Changes in Business Communication.: Benchmarking and.: Teamwork.: Companywide.: Team.: and Individual Perspectives.: Deciding Communication Strategy.: Company-Level Decisions.: Team-: Level Decisions.: Individual Decisions.: Implementing Communications.: Strategy.: Developing Intraorganizational Effective Business.: Communication.: Company-Level Business Communication Trends.: E-mail.: Document Management Systems.: Developing Individual.: Business Communication Skills.: Integrated Supply Chains and.: Resource Management.: Supply-Chain Linkages in Non-manufacturing.: Environments.: Management Styles and Communication Strategies.: Effecting Change.: Summary.: 2. Management of Documentation in Electronic Era 13.: Document Life Cycles.: Training.: Security:...

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