



Communication Skills

Leena Sen

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Today, the need for communication skills has become more important than ever before. Communication plays a vital role—be it the preparation one has to do to face an interview or deal with diverse business deals, or interacting with colleagues, superiors, and others. The Second Edition of this text, based on the feedback received from the readers, continues to highlight the vital skills one needs for effectively communicating in diverse situations.

Divided into five parts, the text shows the power of three V's of communication—the verbal, the visual and the vocal, examining at the same time the role of formal and informal communication methods, and stressing the significance of grapevine in organizations. It also demonstrates how important listening is, and the basic skill-sets needed by a manager for business dealings. Further, the text gives the nuances of verbal communication and the factors necessary for preparing a presentation besides giving a comprehensive view of nonverbal communication. It highlights the role of written communication, the importance of business writing, the formats of business letters, memos, and report writing, and how flawed thinking impedes written communication. The text concludes by emphasizing the crucial role played by corporate communication in enhancing an organization's image.

WHAT'S NEW TO THIS EDITION

- New concepts such as Fog Index/Readability Index, Business Terms, Acronyms, Abbreviations, e-mail Etiquette, Virtual Team Skills, and Social Skills.
- Many exercises and other inputs. Written in a clear and straightforward style and in a student-friendly fashion, this concise and compact text is intended both for students of management and for young executives and managers.

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From reader reviews:

Woodrow Harker:

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Sandy Reid:

Playing with family in the park, coming to see the marine world or hanging out with friends is thing that usually you will have done when you have spare time, and then why you don't try matter that really opposite from that. 1 activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love Communication Skills, you are able to enjoy both. It is excellent combination right, you still need to miss it? What kind of hangout type is it? Oh seriously its mind hangout fellas. What? Still don't understand it, oh come on its named reading friends.

Thomas Daniels:

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