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Essentials of Business Communication

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Essentials of Business Communication Rajendra Pal, Korlahalli. J. S., 2011 *Essentials of Business Communications* Rajendra Pal, J. S. Korlahalli, 1984 *Business Communication and Personality Development* Das, 2008 This book highlights the need, importance and essence of business communication and personality development in the domain of business under the turbulent times. The language provided in the book is concise, lucid and forceful. It comprehends a vast array of subjects applicable to humanity. The book emphasizes on the topics which are utterly relevant for budding managers, managers and professionals from all walks of life in the new economy. The topics that are befitting to a hyper-competitive environment where change is the only thing that is constant. It is essential, ultimate and must for everybody globally for their business development strategies. The book believes that the power of communication through proper pedagogy can create a magic in the business and society. Thoughts, text and cases scientifically conceived in the book motivate the readers to make their learning experience interesting, influencing and touchy. This book speaks on the traditional knowledge of communication and business communication and has radical chapters on neuro-linguistic neuro-marketing, TQM, decision making, motivation, etiquette, good health, food, culture, holiday, retreat, spiritual journey, apart from interpretations on Stephen Covey, Shiv Khera, Muriel James Dale, Carnegie. The book is primarily meant for core and elective subjects in the syllabus of MBA, PGDM, B.E., B.Tech, MBBS, Tourism Management, Hospital Management and all kind of personality development programs designed for campus interviews and personal interviews.

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