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Business Communication (PART 1) B. Com (Part 2) - Business Communication 7C's Complete with meanings | Basics of Communication | Business Communication | Mathur Sir Classes Business Communication 8410 Lecture 1

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Former chapters 1 (Importance of Effective Communications in Business) and 2 (The Process of Communication and Miscommunication) were merged into a new Chapter 1 on Effective Communication in Business and the discussion of components of communication was extended with more theoretical underpinning.

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Summary For over 25 years, this outstanding text, synonymous with dependability and excellence, has helped students develop the skills they need to communicate successfully in the business environment.

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Effective Communication 2 Communication is giving, receiving or exchanging ideas, data, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions. Communication is usually a two-way process.