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## Preface

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As you read this book, you will discover many ways to overcome communication barriers and make your communication powerful and effective. Through numerous examples and cases you will examine different communication situations and a variety of techniques for effective communication.

Since every communication situation is unique, this book attempts to give you the tools to determine the best strategy in a given situation. That is why, this book repeatedly urges you to examine the communication situation – the subject, the purpose, and the audience – so as to identify the most suitable way of conveying your message.

Initial chapters of the book discusses oral communication and later part examines written communication. Both non-verbal and verbal aspects of oral communication are explored. To make this study meaningful and relevant to managers, communication is discussed in the context of negotiations, interviewing, group communication and presentations – all managerial activities.

The later part discusses the composition of different types of written documents: letters, résumés, memos, and reports. Although, oral and written communication are different in many ways, the fundamental rules of communication hold true for both. As a result, there is some necessary overlap between some of the chapters.

The later part provides numerous examples and guidelines to enable readers to think for themselves and learn to adapt to different writing situations. As with first part, the purpose is not to prescribe rules, but to “enable” the readers? In this fast changing world it is important to grasp the “tools” and not the “rules” of communication.

Finally, the annexure deals with the strategies of how to be successful in any interview.

The building blocks of communication, however, do not change. That is why this book concludes with a review of writing skills: sentence structure, paragraph structure, and composition.

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