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Preface

Written communication is prevalent at most levels of business, but especially at the managerial level. Your writing may be grammatically and logically sound, but is it effective? Is it conveying your message with the concision and accuracy that makes you an effective manager? Whether you're a manager in charge of a group, or a person interested in just improving his or her writing skills. This book helps to enhance his potential comprehensively.

Further as you read this book, you will discover many ways to overcome communication barriers and make your communication powerful and effective. Through numerous examples, exhibits 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 this book discusses Fundamentals of communication, Transactional Analysis, and later part examines Written communication. Both non-verbal and verbal aspects of oral communication are explored from application point of view. 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.

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

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.

Dr. Rajeesh Viswanathan

Assistant Professor - HR
Dept. of International Business,
School of Management,
Pondicherry University,
Pondicherry.