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Effective Business Communication: Kaul: 9788120350724 ...

The book emphasizes that understanding the perceptions and mindsets of the communicators and the context are crucial for business communication. This book, which is the outcome of the rich and the vast experience of Dr. Asha Kaul and her interaction with the brilliant young minds at IIM Ahmedabad and other Bschoools, should be of immense value to the budding as well as practicing managers.

Amazon.com: Business Communication, 2nd ed. eBook: Kaul ...

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the subject matter of the business communication vis-à-vis its nature and importance. Structure 1.1 Introduction 1.2 The Concept of Communication 1.3 Significance of Communication 1.4 Nature of Business Communications: A Case Study 1.5 Summary 1.6 Key Words 1.7 Self Assessment Exercise 1.8 Suggested Readings 1.1 Introduction

INTRODUCTION TO COMMUNICATION

Kaul, A (2003) "Taking Up: Study of Upward Influence Strategies" in 68 th Annual Convention of the Association for Business Communication, New Mexico; Kaul, A (2002)"Discourse Patterns that (Un)Make Corporate Relationships" in Third Conference on Human Resource Development,

University of Napier, Edinburgh

Asha Kaul - IIMA

Having maintained spends on a par with last year's festive season, the brand majorly focused on TV and digital this time. Kaul, Deputy General Manager, Marketing Communication, Yamaha India ...

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