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Business communication may also refer to internal communication: a communications director will typically manage internal communication and craft messages sent to employees. It is vital that internal communications are managed properly because a poorly

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crafted message could foster distrust or hostility among employees.

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to completeness, conciseness, consideration, concreteness, clearness, courteousness, and correctness in business communication. These "seven Cs" guide student-readers to choose the content and style that best fits the purpose and recipient of any given message. Pedagogically rich, most chapters in this paperback text include

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Chapter 1 Effective Communication in
Business by Syed Maqsood Ahmed Syed
Maqsood Ahmed 1 2. Business
Communication Transferring information
from one part of the business to another

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that leads to some outcome, changed
behaviour or changed practice
Formal Communication - established and
agreed procedures
Informal Communication - channels not formally
recognised - 'the grapevine'
Syed Maqsood Ahmed 2

Chapter 1

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1.1 Introduction: Business
communication skills are critical to the

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success of any organization despite its size, geographical location, and its mission. Business communication is interlinked with internal

Unit-1 Business Communication - Utkal University

A. The competence and credibility plays a vital role in the business

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communications. The business communications should perceive credibility in order to become effective. Establishing credibility in business communication can enhance the corporate and the personal values which can in turn enhance the reputation and brand image of the organization.

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No Comments on Business
Communication Chapter 1 29) Which of

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the following is a disadvantage of the social communication model?A) It is hierarchical.B) The number of channels is limited in this model.C) The frequency of messages on this model is relatively low.D) It blurs the line between personal and professional lives.E) It is unidirectional.

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Communication Channels. In communications, a channel is the means of passing information from a sender to a recipient. Determining the most appropriate channel, or medium, is

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critical to the effectiveness of communication. Channels include oral means such as telephone calls and presentations, and written modes such as reports, memos, and email.

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