



PROFESSIONAL COMMUNICATION

KAVITA TYAGI, PADMA MISRA

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With the younger generation today seeking jobs in multinational corporations, large companies, or the civil services in the government, and the competition becoming stiffer and stiffer with each passing day, it is only natural that the ability to communicate effectively, precisely as well as to acquire communication skills has become more important than ever before. A plethora of books have flooded the market to capitalize on this frantic effort of the younger generation to become adept in communication. And professional communication is no exception to this. This accessible and compact book on Professional Communication strives to focus on the communication skills needed for the professionals.

Divided into five parts and 19 chapters, the book begins with a discussion on the concept of communication, and then it goes on to give in detail features of a language as a tool of communication, the communication process models and barriers to communication. The text also elaborates on word formation, vocabulary, sentence structure and paragraph development. In addition, it explains different forms of technical communication; the format, layout and style of business communication; technical documents such as theses, scientific articles and research papers; and technical proposals. Furthermore, the book provides value-based text reading from celebrated writers.

This student-friendly book, suffused with practical examples, is primarily intended as a textbook for the first year students of engineering (B.Tech.) of UP Technical University for their course on Professional Communication. It will also be of immense benefit to undergraduate students and technical professionals across the country.

KEY FEATURES :

Gives a broader perspective on communication and its barriers.

Provides a more comprehensive division of the different types of reports.

Elaborates on various approaches to presentation strategies.



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