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BUSINESS COMMUNICATION PROCESS AND PRODUCT 7TH EDITION PDF -

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possible claims., Importance of Communication in Business Communication plays a vital role in the fulfillment of all marketing objectives. Understanding communication is essential since it is the basic process through which managers specifically and organizations in their entirety accomplish their set objectives culminating in their success., 6- Persuasion: Persuasion is the main function of business communication. It is most evident in effective business letters. The basic purpose of an effective letter is to influence, or to sell an idea to the reader(s)., 1.2 BUSINESS COMMUNICATION Though business communication is a specialized branch of general communication, there is no basic difference between the two. The process is the same and so are the principles that regulate them. The difference lies in their application to situations., BUSINESS COMMUNICATION B.COM.-II Q ... The very first step in the process of communication is generation of thought in the sender's mind., Communication Process Lesson 7 80 LEARNING SKILLS The lesson is taught using the Read, Write and Discuss method.

The teacher will begin the lesson by defining

communication, identifying the

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