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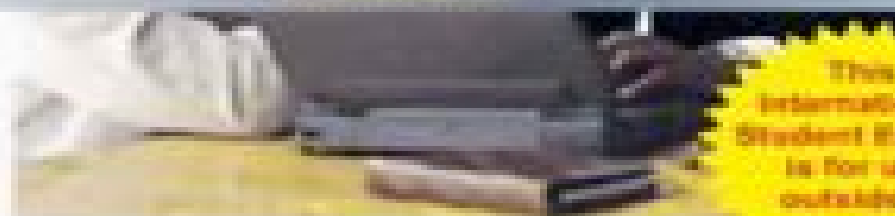
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Lesikars Business Communication Instructors Manual

**Robert LeFevre Shurter, Donald J.
Leonard**



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Communication in Business Robert LeFevre Shurter,Donald J. Leonard,1979 *Catalog of Copyright Entries. Third Series* Library of Congress. Copyright Office,1972 **Principles of Business Communication** C. Glenn Pearce,Ross Figgins,Steven Golen,1984

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SENGUPTA,2011-09-06 This well organised book with numerous attractive features provides a comprehensive and holistic approach to business and managerial communication It deals with the modern practices of both verbal and non verbal communication which has today become a core part of our personality The book has a blend of theories and strategies adopted in speaking listening and writing with their practical applications at the managerial organisational corporate individual and group levels Thus the book will be of immense use to the students of management and related fields of study and professionals managers advertising marketing and public relations executives businessmen and HR experts Besides the book will prove helpful to the job seekers KEY FEATURES Illustrates theories and principles with day to day examples

Ensures understanding of concepts explained by using practice sessions Gives special focus to lateral and soft skills in an exclusive chapter Provides case studies along with discussion questions Invites readers active participation by means of analytical exercises and project tasks Includes skill tests communication tasks quizzes and exercises *Books in Print* ,1994

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