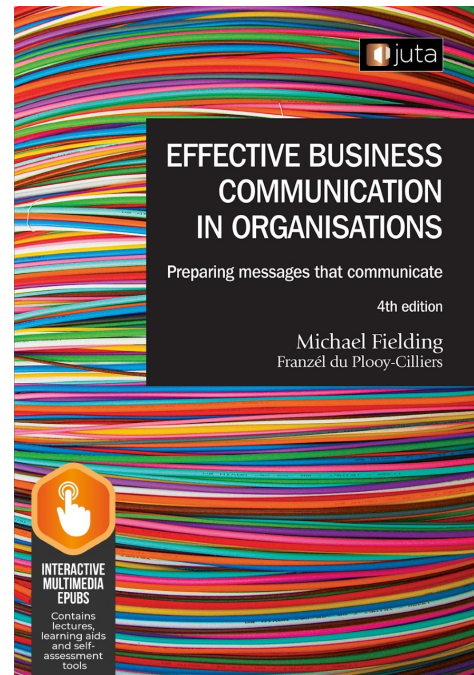


Effective Business Communication in Organisations

Edition: 4th Edition
Publication date: 2021
Author/Editors: Fielding, M du Plooy-Cilliers, F
ISBN: 9781485131502
Format: Multimedia eBook
Number of Pages: 432
Retail price: R800.00 (incl. VAT, excl. delivery.)
Website Link: juta.co.za/pdf/28466/



About this Publication:

Modern day organisations are more dependent on communication to achieve success than ever before. Rapid development and greater complexity of communication technologies, and the growing importance and popularity of social media, means that organisations can no longer rely on traditional methods alone to engage in effective business communication.

Social media and new communication forms, however, come with their own challenges and pitfalls. Organisations need to carefully and strategically consider the use of these new media as part of their effective communication plan.

Effective business communication in organisations, 4th edition, builds on traditional communication forms with up-to-date theory. It discusses new communication trends and the changing nature of communication in businesses.

Contents Include:

CHAPTER 1: Introduction to Business Communication In Organisations
CHAPTER 2: The Communication Process
CHAPTER 3: Interpersonal Communication
CHAPTER 4: Small Group Communication
CHAPTER 5: Communication in Organisations
CHAPTER 6: Intercultural Communication
CHAPTER 7: The Interview
CHAPTER 8: Formal Meetings
CHAPTER 9: Grammar, Style and Tone in the Organisational
CHAPTER 10: Writing Summaries and Essays
CHAPTER 11: How to Approach a Case Study
CHAPTER 12: Referencing
CHAPTER 13: The Elements of Readability
CHAPTER 14: Planning, Organising and Constructing Messages for Organisations
CHAPTER 15: Corporate Image and Corporate Identity
CHAPTER 16: Good Customer Relations and Telephone Etiquette
CHAPTER 17: Mass Communication in the Organisational
CHAPTER 18: Business Proposals, Business Plans and Academic Proposals
CHAPTER 19: Reports
CHAPTER 20: Instructional Graphics
CHAPTER 21: Oral Messages

Of Interest and Benefit to:

- Individuals holding management positions in organisations.
- All students seeking theoretical and practical insight into the management of people as well as into the most important aspects of Human Resource Management.