

## Effective Business Communication in Organisations

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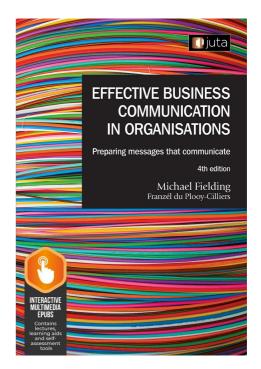
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## **About this Publication:**

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** 

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CHAPTER 17: Mass Communication in the Organisational

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**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.