



ADMINISTRATIVE AND BUSINESS COMMUNICATION



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Administrative and Business Communication



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LAXMI PUBLICATIONS (P) LTD.

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Printed and bound in India
Typeset at Shubham Composer, Delhi
First Edition : 2015
ISBN 978-93-83828-51-7

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PUBLISHED IN INDIA BY



Laxmi Publications (P) Ltd.

(An ISO 9001:2008 Company)

113, GOLDEN HOUSE, DARYAGANJ,

NEW DELHI - 110002, INDIA

Telephone : 91-11-4353 2500, 4353 2501

Fax : 91-11-2325 2572, 4353 2528

www.laxmipublications.com info@laxmipublications.com Printed at:

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Dedicated

To

my respected father

Late Shri Ganga Ram Bhatt

His blessing is always with us

to follow the pathway of

success and enlightenment.....



Foreword by Dr. Tarekegn Tadesse Tanga



Greetings for the knowledge creation!

It's a great pleasure for me to write this foreword letter for the book written by Dr. Arvind Kumar Bhatt; an iconic academician in the field of Business and Management.

Business Communication methods have been transforming the work culture of the organizations day by day. The need for communication skills is important in virtually every career, not just those that are traditionally regarded as people-oriented. Practitioners in organizations spend their maximum time in communicating with others, individually and in groups. Likewise, engineers spend most of their professional lives in writing, speaking and listening. Technical people with good communication skills earn more, and those who are weak communicators suffer. William Schaffer, International business development manager for Sun Microsystems, made the point emphatically: "If there's one skill that's required for success in this industry, it's communication skill." Other high-tech experts back up this claim. Over 90% of the personnel officials at 500 US businesses stated that increased communication skills are needed for success in the 21st century.

This book "**Administrative and Business Communication**" will help students to get deep insight of communication and as well as prepare themselves for the organization in this global competitive

environment. I congratulate Dr. Arvind Kumar Bhatt on his efforts to bring this book and wish him all the best for future endeavour.

Dr. Tarekegn Tadesse Tanga

President

Addis Ababa Science & Technology University

Addis Ababa, Ethiopia

Foreword by Dugassa Mulugeta

At all levels of development in human activities, Communication is one of the most important instruments to make any transactions between two or more people. Leave alone human beings, even animals instinctively communicate with each other for various reasons. Therefore, communication is the vital element among human beings in their day-to-day life.

In modern society of industrial and information technology, communication becomes a very powerful instrument that individuals must acquire to be able to perform their duties and responsibilities, and become efficient managers and/or effective leaders in this dynamic business world, the world of globalization.

In this regard, the book “Administrative and Business Communication” written by Dr. Arvind K. Bhatt, contributes a lot to the area of communication where individuals, businessmen, teachers, students, researchers and others develop good communication skills to impart information in different ways to achieve the desired goals.

Dugassa Mulugeta (PhD)

Dean, School of Business & Management
Addis Ababa Science & Technology University
Addis Ababa, Ethiopia



Foreword by Professor D.P. Sharma



Congratulations! It's a great pleasure for me to write this foreword letter for the book "Administrative & Business Communication" written by Dr. Arvind Kumar Bhatt; a well-known Management scholar and corporate trainer in the field of Business and Management practices. Communication skills are vital for success endeavours of any professional. Management

and Business Communication processes have been changing with rapid speed in techno-global environment. Technological Communication is a new horizon where technology is enforcing the Business & Management practices to change their communication climate. This book is the true outcome of the thrust for changes in paradigms of communication engineering. If we have a close look on the contents of the book, we will find that, it has dealt with the important basics of communication with convergence of technology based tools and techniques. The book briefly covers the advancements in communication technologies, and developments of communication systems especially in developing countries like India. Further, it covers detailed elements of Media of Communication like Oral Communication, Speech, Telephoning, face to face conversation, Active listening, Interviews, Meetings and Written Communication including Business letter writing, Memo and Report Writing. It explains how these communication styles and mechanisms can be supported by modern tools and technologies especially in information and communication technologies in organization communication cultures.

Overall, there are no hard and fast rules to make strong communication skills, so there's room to be creative and have fun with communication and skills! As a final note the book is a true knowledge bank for communication skills.

Dr. D.P. Sharma

Professor
Computer Science & IT
<http://dpsharma.info>

Foreword by Professor T.K. Jain



Administrative and Business Communication plays a very important role in the development of business environment. Communication plays a very important role in the development of any business organization or business environment in the country at large. It protocols help in the development of business environment.

Dr. Arvind Bhatt has carried out a comprehensive study on this domain and has brought out this useful academic contribution, which is primarily to serve the business community and the management graduates. He has addressed a very important issue. This book will bridge the vacuum and help the academic community tremendously in meeting the requirements of the emerging business leaders. The readers are fortunate that the tremendous efforts of Dr. Bhatt are presented in this book for their studies and learning. I thank Dr. Bhatt for this amazing masterpiece venture.

Trilok Kumar Jain

Dean

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Publisher : [Laxmi Publications](#) ISBN : [9789383828517](#)

Author : [Arvind Kumar Bhatt](#)

Type the URL : <http://www.kopykitab.com/product/10304>



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