

Business Communication Flatley Rentz Lentz

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the book provides a good deal of information on applied business management communication with special reference to india and other developing nations the bibliography contains more than 300 references which are related to the subject of commerce and business management communication in india and abroad the book meets the objective of being a text book and reference book that provides relevant details pertaining to managerial communication to various stakeholders in

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this text focuses student learning on the key communication competencies recommended by the national communication association with applied examples and a vibrant and engaging design this text covers all the expected topics in an introductory course foundations of communication interpersonal communication small group communication and public speaking plus a special appendix on interviewing scenarios begin each chapter with a problem to which students can relate and then solve as they learn about the concepts discussed in each chapter a concentrated focus on careers in communication highlighted in a two page spread near the end of each

chapter brings home the relevance of communication outside the classroom and helps students learn more about how studying communication can help them throughout their lives additional emphasis on topics such as ethics culture gender and technology is found throughout the text

the new third edition of communicating professionally is completely revised with new sections outlining the opportunities offered by contemporary communication media

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