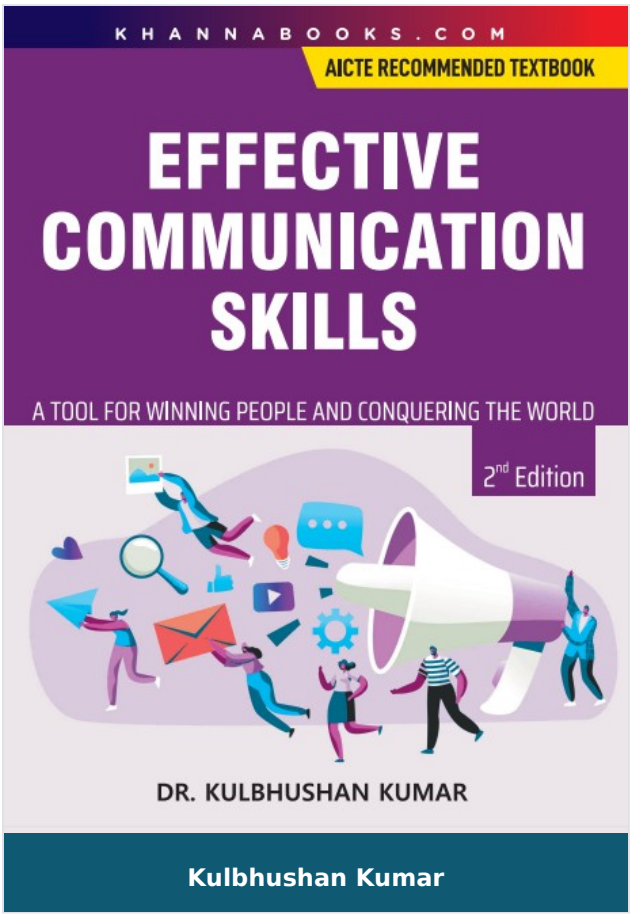

Effective Communication Skills | AICTE Recommended

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This is a comprehensive guide to mastering the indispensable art of communication. The book explores the vast importance of English, offering a practical, holistic approach to various aspects of business communication. Divided into sixteen chapters, including a new one on linguistics, it covers everything from the fundamentals of Listening, Speaking, Reading, and Writing (LSRW) to advanced topics.

Readers will find actionable strategies for impactful oral presentations, professional guidance for business correspondence like emails, reports and templates for standout resume. The book also hones skills essential for group discussions, meetings and interviews, ensuring readers can articulate their ideas with confidence.

This book is envisioned as a textbook for BBA, BCA, MBA, MCA, Engineering and for various other academic courses to meet the growing academic and professional needs of learners from diverse streams. Whether preparing for job interviews, internships, group discussions, or leadership roles, students will find in these pages the guidance they need to communicate with clarity, confidence and impact.

With a strong foundation in grammar and a simple, accessible language, the book includes real-world examples, case studies and practical exercises. It follows and Outcome Based Education approach, empowering students with the language and life skills needed to succeed in academic and professional landscapes. This book is a timely and thoughtfully curated resource for success in the 21st century.

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