

Business Communication Strategy

Modern Business Communication analyses how effective communication can be achieved in organizations that are changing to meet new social, economic and technological demands. The subjects covered include: Interpersonal communication, including the use and analysis of non-verbal communication, Group communication, including practical techniques to support discussion and meetings, Written presentation, including both paper and electronic documents, Oral presentation and the use of electronic media. Moreover, Modern Business Communication analyses the effective use of various new media sources and their application in the workplace, the challenges of using these media and the appropriate ways in which they can be incorporated into effective business communication practices within the organization.