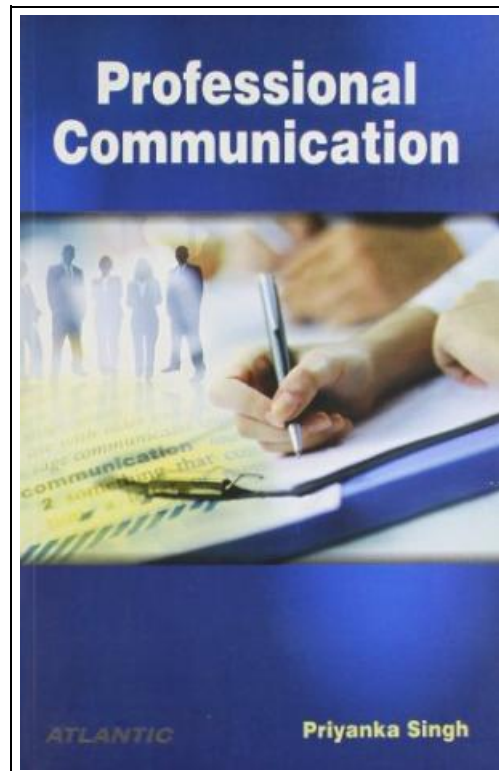


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Reviews

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PROFESSIONAL COMMUNICATION

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Atlantic Publishers & Distributors (P) Ltd., 2012. Softcover. Book Condition: New. In today?s competitive world, knowledge knows no boundaries. People are interacting with each other at a much faster pace than before and thus, communication has acquired a much wider dimension. Professionals are working in a global economy today and the challenges before them have increased manifold. A professional is required not only to develop new ideas but also make others understand their utility and the successful implementation thereof. He is required to lead and to set examples. He has to manage his subordinates, understand their point of view, work with his colleagues as a part of a team and effectively achieve the targets set by his superiors. In all these roles he has to make good use of his communication skills. The book is designed according to the current syllabus of Professional Communication, a course compulsory for the students of all branches of B.Tech./B.Arch. and MCA for first and second semester of all engineering colleges, affiliated to UP Technical University, Lucknow. The book has been divided into five units. First unit deals with basics of technical communication. This involves the definition, purpose, importance and forms of technical communication, how technical writing differs from general writing, levels of communication in an organisation, etc. Second unit describes the various constituents of written technical communication, e.g. prefixes, suffixes, synonyms, antonyms, homophones, etc. Requisites of sentence construction and techniques and methods of paragraph development are also presented in a lucid manner. Third unit deals with the forms of technical communication. This includes business correspondence, official letters/government letters, reports, technical proposals, project thesis and dissertation writing. Fourth unit deals with different presentation strategies. Fifth unit is based on seven essays prescribed in the syllabus. These essays provide a deeper insight into the mechanics of...

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