

Business Communication

by

Salim Masoud

www.ketab.ir



Afarinesh Qmid

2018

سرشناسه	: مسعود ناصری، سلیم، ۱۳۶۰ -
عنوان و نام پدیدآور	: masoud, Salim
مشخصات نشر	: / Salim Masoud. Business communication
مشخصات ظاهری	: اصفهان: آفرینش امید، ۱۳۹۷=۲۰۱۸ م.
شابک	: ۸۲ ص؛ ۱۳/۵×۲۱/۵ س.م.
وضعیت فهرست نویسی	: ۶۰۰-۹۹۱۱۰-۶۲۲-۹۷۸
یادداشت	: فیبا
موضوع	: انگلیسی.
موضوع	: زبان انگلیسی -- مکالمه و جمله سازی (برای اهل کسب و کار)
موضوع	: English language -- Conversation and phrase books (for business people)
موضوع	: زبان انگلیسی -- راهنمای آموزشی
موضوع	: English language -- Study and teaching
رده بندی دهگانه	: PE۱۱۲۸/م۴۸۳پ۹۱۳۹۷
رده بندی دیویی	: ۴۸۳/۹۱۳۹۷
شماره کتابشناسی مل	: ۵۲۳۶۰۰۰۰



عنوان کتاب : Business Communication

مؤلف : سلیم مسعود

ناشر : آفرینش امید

نوبت و سال چاپ : اول - ۱۳۹۷

قطع و تیراژ : (رقعی) - ۱۰۰۰

قیمت : ۱۰۰۰۰۰ ریال

شابک : 978-622-99110-0-6

کلیه حقوق برای انتشارات آفرینش امید محفوظ است

مراکز فروش و فروش

انتشارات اشتیاق نور: تهران - بلوار کشاورز، پ. عبدالله زاده، کوچه افشین پلاک ۱۱، تلفن: ۶-۸۸۹۸۳۰۵۱

انتشارات رهنما: تهران - پ. انقلاب، پ. اخگرودین، پ. نیش، پ. ژاندارمری پلاک ۱۱۲، تلفن: ۶۶۴۰۰۹۲۷

انتشارات سپاهان: تهران - میدان انقلاب، پ. منیری، پ. مایه پلاک ۷۰، تلفن: ۶۶۹۶۹۳۸۹

کتاب امیدان اصفهان - پ. حکیم نظامی، پ. ملای، پلاک ۶، تلفن: ۳۶۶۶۷۴۶۹

Preface

Operative communication is considered as a vital tool for any business owner. Your achievement at receiving your point across could be the distinction between closing a contract and missing out on a prospective chance. You ought to be able to obviously clarify company strategies to clients and customers and respond their questions as for your products or services. It is vital to communicate well in discussions to ensure you attain your aims. Communication is correspondingly significant within the business. Real communication can help to promote a decent working association between you and your personnel, which can in turn expand confidence and effectiveness. This book will clarify the key features of both verbal and non-verbal communication, how to listen to and follow others, and how to make the noblest possible first impression on the publics you meet in and around your business.

Content

Chapter 1.....	5
What is Business Communication?	5
Communication	5
Chapter 2.....	7
Components of Communication Process.....	7
Communication	7
Chapter 3.....	10
Oral Communication - Meaning, Advantages and Limitations.....	10
Advantages of Oral Communication	10
Disadvantages/Limitations of Oral Communication.....	11
Chapter 4.....	12
Written Communication - Meaning, Advantages and Disadvantages.....	12
Advantages of Written Communication	12
Disadvantages of Written Communication.....	13
Chapter 5.....	14
Non Verbal Communication - Actions Speak Louder than Words	14
Chapter 6.....	15
What is Non Verbal Communication?	15
The components of Non Verbal Communication are:	15
Chapter 7.....	17
Importance of Communication in an Organization.....	17
Chapter 8.....	20
Communication Flows in an Organization.....	20
Chapter 9.....	24
Writing effectively to get a Job Potential Client	24
Chapter 10	27
Effective Writing for Results.....	27
Chapter 11	30
Use of Body Language in Communication	30
Chapter 12	32
Grapevine Communication (Informal Business Communication).....	32
Examples of Grapevine Network of Communication.....	33
Pros and Cons of Grapevine Communication.....	33
Advantages of Grapevine Communication.....	33
Disadvantages of Grapevine Communication.....	34
Chapter 13	35

Communication Barriers - Reasons for Communication Failure.....	35
Chapter 14	39
Overcoming Communication Barriers	39
How to overcome these barriers of communication	39
Chapter 15	42
Seven C's of Effective Communication.....	42
Chapter 16	46
Corporate Meetings.....	46
Chapter 17	48
How to Conduct a Meeting?	48
Guidelines for Effective Communication	50
Chapter 18	52
Tips for Professionals to Improve Communication	52
Chapter 19	56
Effective Listening Skills - An essential for good communication	56
Effective Listening Skills	57
Characteristics of Good and Effective Listener	58
Chapter 20	60
Checklist for Effective Resume Writing	60
Dos and Don'ts in your Resume	61
How to Write an Impressive Resume	62
Chapter 21	67
Resume Mistakes to Avoid	67
Chapter 22	72
Job Interview - Meaning Tips for Interviewee & Interviewer.....	72
Tips for the Interviewee.....	72
Tips for the Interviewer	73
Chapter 23	75
Business Negotiations.....	75