

CORPORATE COMMUNICATION



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PREFACE

By means of multiple case studies, it demonstrates the increasing necessity for both big and small enterprises to identify and establish a direct relationship with their stakeholders. Additionally, it elucidates the efficient methods by which communication managers fulfil particular business needs. The book examines the difficulties associated with using multiple media strategies as well as their increased dependence. Additionally, it provides a range of theoretical and practical insights into the effective integration of various marketing and communication strategies, including branding, crisis management, investor relations, corporate social responsibility and philanthropy, employee communication, and corporate ethics and governance.

This book is about **CORPORATE COMMUNICATIONS**. Its main goal is to present a thorough and current analysis of corporate communications, emphasizing the importance of the role, the strategies and activities involved, and the best ways to manage and organize it. The book combines a thorough theoretical foundation with many practical insights to help managers in their day-to-day affairs as well as in their strategic and tactical communications decisions. It does this by incorporating the most recent thinking and developments on these topics from the academic and practitioner worlds.

Objectives:

- To acquaint students about the basis of internal communication of an organization
- To make students skilled in verbal, non-verbal and all types of written communication covering various stakeholders
- To give hands-on skills on planning an effective presentation

INDEX

Chapter 1: Introduction to Communication	1
1.1 Defining Communication	4
1.1.1 Elements of Communication.....	8
1.1.2 Forms of Communication	9
1.1.3 Modes of Communication.....	10
1.2 Process of Communication.....	11
1.3 Communication Model.....	16
1.3.1 Importance of Model’s Communication	17
1.3.2 Eight difference of Types Models Communication	18
1.4 Objectives of Communication	19
1.4.1 Need of Communication:	23
1.4.2 Types of Communication Objectives.....	24
1.5 Principles of Communication	24
1.6 Channels of Communication:	29
1.6.1 Definition	29
1.6.2 Importance of a Communication Channel	29
1.6.3 Channels Types	30
1.7 Barriers to Communication Verbal, Non-Verbal, Formal, Informal Communication	34
1.7.1 Definition	35
1.7.2 Common Effective Barriers to Effective Communication	35
1.7.2 Verbal.....	37
1.7.3 Non-Verbal	39
1.7.4 Formal and Informal Communication	45
Chapter 2: Listening Skills	51
2.1 Listening and Importance of Listening.....	54
2.1.1 Listening	54
2.1.1 Important of Listening	61
2.1.3 Improving Listening Skills	64
2.2 Types of Listening.....	65
2.3 Barriers to Listening and Overcoming them	69
2.3.1 Barriers to Listening	69
2.3.2 Overcome with Listening Barriers.....	75
2.4 Listening Situations	78
2.5 Developing Listening Skills	82
Chapter 3: Corporate Skills	87
3.1 Spoken Skills, Reading Skills	93

3.1.1 Spoken.....	93
3.1.2 Reading Skills	97
3.2 Conduction Presentation, Oral Presentation, Debates, Speeches	105
3.2.1 Conduction Presentation	105
3.2.2 Oral Presentation.....	112
3.2.3 Debates.....	117
3.2.4 Speeches.....	117
3.3 Controlling Nervousness and Stages fright, Interview, Group Discussion	120
3.3.1 Controlling Nervousness and Stages Fright.....	120
3.3.2 Interview	123
3.3.3 Group Discussion.....	135
Chapter 4: Writing Skills.....	141
4.1 Fundamental of Business Writing	141
4.1.1 Business Writing Definition.....	142
4.1.2 Importance of Business Writing.....	143
4.1.3 Types of Business Writing	144
4.1.4 Principle of Business Writing	145
4.1.5 Example of Business Writing.....	148
4.2 Types of Business letter, Inquiry Letter, Complaint Letter, Persuasive Letter, Personal Letter, Report Writing.....	150
4.2.1 Types of Business Letter	150
4.2.2 Inquiry Letter	154
4.2.3 Complaint Letter	161
4.2.4 Persuasive Letter	169
4.2.5 Personal Letter	174
4.2.6 Report Writing	177
Chapter 5: Employment Messages.....	181
5.1 Employment Message, writing resume, Application Letter.	181
5.1.1 Employment Message Introduction	181
5.1.2 Writing Resume	183
5.1.3 Application Letter	189
5.2 Writing the opening Paragraph, Writing the closing paragraph, summarizing ...	194
5.2.1 Introduction to Writing the Opening Paragraph.....	194
5.2.2 Writing the closing paragraph.....	200
5.2.3 Summarizing	202
References.....	208

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