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presentations.

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and completing

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communication
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in this book.

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students of
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practicing
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professors.

KEY FEATURES •

Learning

Objectives:

They appear at

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the beginning
of each
chapter and
enumerate the
topics/concept
s that the
readers would
gain an
insight into
after reading
the chapter •
Marginalia:

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These are spread across the body of each chapter to clarify and highlight the key points •

Case Study 1:

It sets the stage for the areas to be discussed in

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the concerned
chapter • Case
Study 2: It

presents real-
world

scenarios and
challenges to
help students
learn through
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analysis

method • Tech

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throws light
on the latest
advancements
in
communication
technology and
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houses are
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them to stay

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ahead of their competitors •

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talks about

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workplaces,

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communication

challenges and

their use of

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multiple
communication
channels to
gain a
competitive
edge •

Summary: It
helps
recapitulate
the different
topics
discussed in

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the chapter •

Review and

Discussion

Questions:

These help

readers assess

their

understanding

of the

different

topics

discussed in

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the chapter •

Applying

Ethics: These

deal with situ

ation-based

ethical

dilemmas faced

by real

managers in

their

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tion-based
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is a roleplay
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game that
helps readers
simulate real
managers or
workplace
situations,
and thereby
enables

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and cutting-
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to
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learn how to
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the business
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every business
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also learn
strategies and
tools, for
successfully
applying their
communicatio**

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to consider the
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has evolved
over the years.

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every job
requires
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you need to be
able to express
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clearly and
understand the
feelings, needs
and intentions
of others. So
how can you
make sure other
people
understand you
and that you
respond
appropriately
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people? Whether
it's giving a
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