

Professional Communication By Aruna Koneru

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Development of Life Skills and Professional Practice - Verma Shalini

Life skills are essentially individual abilities that help in promoting mental well-being and competence in people to deal with the various situations in life. This book presents various aspects of life skills, including communication, self-analysis, self-development and study habits. These are crucial elements in determining one's personal and professional growth. Written in an interactive style, this course book will help students inculcate the various life skills and enhance their acceptability and growth in this highly competitive world.

Business Communication - Meenakshi Raman 2012-08-09

Business Communication 2e provides comprehensive and in-depth coverage of the concepts and key applications of business communication. The second edition of this text for management students has been revised to reflect recent changes in the business environment and the needs of students.

Lifestyle Sustainability and Management Solutions Using AI, Big Data Analytics, and Visualization - Sailesh Suryanarayan Iyer 2022

"This book provides extensive research of Lifestyle Management and Services that contribute towards indication, detection, conduction, protection and technological enhancement including Machine Learning, Deep Learning, Artificial Intelligence, Big Data Analytics and Visualization"--

Information Systems Design and Intelligent Applications - Vikrant Bhateja 2018-03-01

The book is a collection of high-quality peer-reviewed research papers presented at International Conference on Information System Design and Intelligent Applications (INDIA 2017) held at Duy Tan University, Da Nang, Vietnam during 15-17 June 2017. The book covers a wide range of topics of computer science and information technology discipline ranging from image processing, database application, data mining, grid and cloud computing, bioinformatics and many others. The various intelligent tools like swarm intelligence, artificial intelligence, evolutionary algorithms, bio-inspired algorithms have been well applied in different domains for solving various challenging problems.

Business Communication Today - Courtland L. Bovee 2016

The Ever-Changing Mold of Modern Business Communication. Business Communication Today continually demonstrates the inherent connection between recent technological developments and modern business practices.

PBL in Engineering Education - Aida Guerra 2017-09-13

PBL in Engineering Education: International Perspectives on Curriculum Change presents diverse views on the implementation of PBL from across the globe. The purpose is to exemplify curriculum changes in engineering education. Drivers for change, implementation descriptions, challenges and future perspectives are addressed. Cases of PBL models are presented from Singapore, Malaysia, Tunisia, Portugal, Spain and the USA. These cases are stories of thriving success that can be an inspiration for those who aim to implement PBL and change their engineering education practices. In the examples presented, the change processes imply a transformation of vision and values of what learning should be, triggering a transition from traditional learning to PBL. In this sense, PBL is also a learning philosophy and different drivers, facing diverse challenges and involving different actors, trigger its implementation. This book gathers experiences, practices and models, through which is given a grasp of the complexity, multidimensional, systemic and dynamic nature of change processes. Anette Kolmos, director of Aalborg PBL Centre, leads off the book by presenting different strategies to curriculum change, addressing three main strategies of curriculum change, allowing the identification of three types of institutions depending on the type of strategy used. Following chapters describe each of the PBL cases based upon how they implement the seven components of PBL: (i) objectives and knowledge; (ii) types of

problems, projects and lectures; (iii) progression, size and duration; (iv) students' learning; (v) academic staff and facilitation; (vi) space and organization; and (vii) assessment and evolution. The book concludes with a chapter summarizing all chapters and providing an holistic perspective of change processes.

Indian National Bibliography - B. S. Kesavan 2009

BASIC TECHNICAL COMMUNICATION - KAVITA TYAGI 2011-05-23

The younger generation today aspires to work for multinational corporations, large organizations, or the civil services as these are more remunerative or invest them with more power. And, with the competition becoming stiffer each passing day, the ability to communicate effectively, precisely as well as acquiring communication skills has become an important determinant in getting jobs and subsequent growth and development. A plethora of books have flooded the market to capitalize on this frantic effort of the younger generation to become adept in communication and more so in technical communication. This comprehensive book on Basic Technical Communication strives to focus on the communication skills needed by professionals. One of the major aims of this text is to enable students to acquire proficiency in the English language. Divided into five parts and 19 chapters, the text deals with the four essential ingredients of communication—reading, writing, listening and speaking skills—as well as their importance, objectives, types, and methods of improving these skills. The book also discusses how these skills can be effectively applied and provides considerable practice exercises. KEY FEATURES : The text is logically organized with adequate practice in each part. Gives emphasis on grammar and pronunciation. Provides plenty of vocabulary on commonly mis-spelt words, difficult words, foreign words, and so on. This student-friendly book, suffused with practical examples, is primarily intended as a textbook for the first year students of engineering (B.Tech.) of Uttarakhand Technical University for their course on Basic Technical Communication. It will also be of immense benefit to undergraduate students and technical professionals across the country.

Software Project Management - B. Hughes 2004

Tactics for Listening - Sue Brioux Aldcorn 2003-10

A fresh, new edition of the classroom-proven listening skills favourite.

Lingua TOEFL CBT Insider - Research Team 2003

"Providing diagnostic tests, practical exercises, helpful hints for improving scores, and explanations of the listening, reading, and writing sections of the test, this detailed TOEFL CBT primer covers all elements of effective test preparation. Useful insider tips such as time management during the test, frequency of question types, and TOEFL CBT scoring are offered. Listening scripts, answer keys, and answer explanations are included."

Programming with C. - Byron s Gottfried 2010

Technical Communication for Engineers - Shalini Verma

Technical Communication for Engineers has been written for undergraduate students of all engineering disciplines. It provides a well-researched content meticulously developed to help them become strategic assets to their organizations and have a successful career. The book covers the entire spectrum of learning required by a technical professional to effectively communicate the technicalities of his subject to other technocrats or to a non-technical person at their proper levels. It is unique inasmuch as it provides some thoughtful pedagogical tools that help the students attain proficiency in all the modes of communication. Key Features □ Marginalia, which are spread throughout the book to clarify and highlight the key points. □ Tech Talk passages, which throw light on the latest advancements in communication technology and their innovative use □ Application-based Exercise, which encourages the readers to apply the concepts learnt to real-life situation □ Language-

based Exercise (Grammar & Vocabulary) to help readers assess their language competency □ Ethical Dilemma, which poses a complex hypothetical situation of mental conflict on choosing between difficult moral imperatives □ Experiential Learning-based Exercise (Project Work) devised to help learner 'feel' or 'experience' the concepts and theories learnt and thereby gain hands-on experience

PROFESSIONAL COMMUNICATION - KAVITA TYAGI 2010-12-16

With the younger generation today seeking jobs in multinational corporations, large companies, or the civil services in the government, and the competition becoming stiffer and stiffer with each passing day, it is only natural that the ability to communicate effectively, precisely as well as to acquire communication skills has become more important than ever before. A plethora of books have flooded the market to capitalize on this frantic effort of the younger generation to become adept in communication. And professional communication is no exception to this. This accessible and compact book on Professional Communication strives to focus on the communication skills needed for the professionals. Divided into five parts and 19 chapters, the book begins with a discussion on the concept of communication, and then it goes on to give in detail features of a language as a tool of communication, the communication process models and barriers to communication. The text also elaborates on word formation, vocabulary, sentence structure and paragraph development. In addition, it explains different forms of technical communication; the format, layout and style of business communication; technical documents such as theses, scientific articles and research papers; and technical proposals. Furthermore, the book provides value-based text reading from celebrated writers. This student-friendly book, suffused with practical examples, is primarily intended as a textbook for the first year students of engineering (B.Tech.) of UP Technical University for their course on Professional Communication. It will also be of immense benefit to undergraduate students and technical professionals across the country. **KEY FEATURES** : Gives a broader perspective on communication and its barriers. Provides a more comprehensive division of the different types of reports. Elaborates on various approaches to presentation strategies.

Academic Writing - Stephen Bailey 2003-12-16

Ideal for overseas students studying at English-medium colleges and universities, this practical writing course enables international students to meet the required standard of writing and use an appropriate style for essays, exams and dissertations. Newly revised and updated to include extra exercises and material suggested by teachers and students, Academic Writing explains and demonstrates all the key writing skills and is ideal for use in the classroom or for independent study. Useful at every stage of an academic career and beyond, this indispensable book features: different styles and formats from CVs and letters to formal essays a focus on accuracy coverage of all stages of writing, from understanding titles to checking your work essential academic writing skills such as proper referencing, summarising and paraphrasing diagrams and practice exercises, complete with answers.

Inventive Communication and Computational Technologies - G. Ranganathan 2020-01-29

This book gathers selected papers presented at the Inventive Communication and Computational Technologies conference (ICICCT 2019), held on 29-30 April 2019 at Gnanamani College of Technology, Tamil Nadu, India. The respective contributions highlight recent research efforts and advances in a new paradigm called ISMAC (IoT in Social, Mobile, Analytics and Cloud contexts). Topics covered include the Internet of Things, Social Networks, Mobile Communications, Big Data Analytics, Bio-inspired Computing and Cloud Computing. The book is chiefly intended for academics and practitioners working to resolve practical issues in this area.

Smart Trends in Computing and Communications - Yu-Dong Zhang 2021

This book gathers high-quality papers presented at the Fifth International Conference on Smart Trends in Computing and Communications (SmartCom 2021), organized by Global Knowledge Research Foundation (GR Foundation) from March 23, 2021. It covers the state of the art and emerging topics in information, computer communications, and effective strategies for their use in engineering and managerial applications. It also explores and discusses the latest technological advances in, and future directions for, information and knowledge computing and its applications.

Computer Organization and Design - David A. Patterson 2004-08-07

This best selling text on computer organization has been thoroughly updated to reflect the newest technologies. Examples highlight the latest

processor designs, benchmarking standards, languages and tools. As with previous editions, a MIPS processor is the core used to present the fundamentals of hardware technologies at work in a computer system. The book presents an entire MIPS instruction set—instruction by instruction—the fundamentals of assembly language, computer arithmetic, pipelining, memory hierarchies and I/O. A new aspect of the third edition is the explicit connection between program performance and CPU performance. The authors show how hardware and software components—such as the specific algorithm, programming language, compiler, ISA and processor implementation—impact program performance. Throughout the book a new feature focusing on program performance describes how to search for bottlenecks and improve performance in various parts of the system. The book digs deeper into the hardware/software interface, presenting a complete view of the function of the programming language and compiler—crucial for understanding computer organization. A CD provides a toolkit of simulators and compilers along with tutorials for using them. For instructor resources click on the grey "companion site" button found on the right side of this page. This new edition represents a major revision. New to this edition: * Entire Text has been updated to reflect new technology * 70% new exercises. * Includes a CD loaded with software, projects and exercises to support courses using a number of tools * A new interior design presents defined terms in the margin for quick reference * A new feature, "Understanding Program Performance" focuses on performance from the programmer's perspective * Two sets of exercises and solutions, "For More Practice" and "In More Depth," are included on the CD * "Check Yourself" questions help students check their understanding of major concepts * "Computers In the Real World" feature illustrates the diversity of uses for information technology * More detail below...

Communication Skills - Dr. Nageshwar Rao 2009-01-01

Microelectronics, Electromagnetics and Telecommunications - P. Satish Rama Chowdary 2020-06-24

This book discusses the latest developments and outlines future trends in the fields of microelectronics, electromagnetics and telecommunication. It includes original research presented at the International Conference on Microelectronics, Electromagnetics and Telecommunication (ICMEET 2019), organized by the Department of ECE, Raghu Institute of Technology, Andhra Pradesh, India. Written by scientists, research scholars and practitioners from leading universities, engineering colleges and R&D institutes around the globe, the papers share the latest breakthroughs in and promising solutions to the most important issues facing today's society.

English Language and Communication Skills for Engineers (as Per the Latest AICTE Syllabus) - Sanjay Kumar 2018-09-30

English Language and Communication Skills for Engineers is an application based textbook tailored to meet the needs of undergraduate engineering students. Written in an interactive style, the chapters are supplemented with numerous examples, and practice exercises. The title begins with a discussion on the essentials of English Language - LSRW. Following this, the book is divided into 6 units. Unit I on Essentials of Writing Skills discusses basics of English grammar, importance of vocabulary building and methods of identifying common errors in writing. Unit II on Writing Practices covers the nature and style of sensible writing including main elements of a paragraph, essay and precis writing. Unit III and Unit IV concentrate on building Listening Skills and Reading Skills respectively. Unit V on Oral Communication elaborates Phonetics and tips for improving conversations.

The concluding unit on Communication at Workplace provides important pointers for successful Job Interviews and Formal Presentations.

Employment Communication - South-Western Publishing 2002-01-03

This softcover text centers on the communication skills necessary for conducting a successful job search or making a change in jobs. The ability to conduct research online, present a professional image, and communicate well with potential employers is critical to any job search. The workshops provided give instruction on how to create effective resumes and cover letters, search for job information, prepare for a successful interview, understand job expectations, and make a job change. Multimedia components enhance the impact of the workshops so users can complete a variety of exercises on the computer, watch video footage of people effectively communicating on the job, and use the Internet to conduct further research.

Internet of Things: A Hands-On Approach - Arshdeep Bahga 2014-08-09
Internet of Things (IoT) refers to physical and virtual objects that have

unique identities and are connected to the internet to facilitate intelligent applications that make energy, logistics, industrial control, retail, agriculture and many other domains "smarter". Internet of Things is a new revolution of the Internet that is rapidly gathering momentum driven by the advancements in sensor networks, mobile devices, wireless communications, networking and cloud technologies. Experts forecast that by the year 2020 there will be a total of 50 billion devices/things connected to the internet. This book is written as a textbook on Internet of Things for educational programs at colleges and universities, and also for IoT vendors and service providers who may be interested in offering a broader perspective of Internet of Things to accompany their own customer and developer training programs. The typical reader is expected to have completed a couple of courses in programming using traditional high-level languages at the college-level, and is either a senior or a beginning graduate student in one of the science, technology, engineering or mathematics (STEM) fields. Like our companion book on Cloud Computing, we have tried to write a comprehensive book that transfers knowledge through an immersive "hands on" approach, where the reader is provided the necessary guidance and knowledge to develop working code for real-world IoT applications. Additional support is available at the book's website: www.internet-of-things-book.com

Organization The book is organized into 3 main parts, comprising of a total of 11 chapters. Part I covers the building blocks of Internet of Things (IoTs) and their characteristics. A taxonomy of IoT systems is proposed comprising of various IoT levels with increasing levels of complexity. Domain specific Internet of Things and their real-world applications are described. A generic design methodology for IoT is proposed. An IoT system management approach using NETCONF-YANG is described. Part II introduces the reader to the programming aspects of Internet of Things with a view towards rapid prototyping of complex IoT applications. We chose Python as the primary programming language for this book, and an introduction to Python is also included within the text to bring readers to a common level of expertise. We describe packages, frameworks and cloud services including the WAMP-AutoBahn, Xively cloud and Amazon Web Services which can be used for developing IoT systems. We chose the Raspberry Pi device for the examples in this book. Reference architectures for different levels of IoT applications are examined in detail. Case studies with complete source code for various IoT domains including home automation, smart environment, smart cities, logistics, retail, smart energy, smart agriculture, industrial control and smart health, are described. Part III introduces the reader to advanced topics on IoT including IoT data analytics and Tools for IoT. Case studies on collecting and analyzing data generated by Internet of Things in the cloud are described.

Advanced Java Programming - Uttam Kumar Roy 2015-07-09

Advanced Java Programming is a textbook specially designed for undergraduate and postgraduate students of Computer Science, Information Technology, and Computer Applications (BE/BTech/BCA/ME/M.Tech/MCA). Divided into three parts, the book provides an exhaustive coverage of topics taught in advanced Java and other related subjects.

Inventive Communication and Computational Technologies - G. Ranganathan 2020-09-24

This book gathers selected papers presented at the 4th International Conference on Inventive Communication and Computational Technologies (ICICCT 2020), held on 28-29 May 2020 at Gnanamani College of Technology, Tamil Nadu, India. The respective contributions highlight recent research efforts and advances in a new paradigm called ISMAC (IoT in Social, Mobile, Analytics and Cloud contexts). The topics covered include the Internet of Things, Social Networks, Mobile Communications, Big Data Analytics, Bio-inspired Computing and Cloud Computing. Given its scope, the book is chiefly intended for academics and practitioners working to resolve practical issues in this area.

C for Beginners - Madhusudan Mothe 2008-12-29

The objective of this book is to spread quality knowledge of C in a simple and easily understandable language with practical examples. It can be used by a wide range of readers, right from budding programmers to practicing professionals. More specifically, students/teachers of diploma/degree engineering, BCS, BCA, BSC, MSC, MCS, MCA etc will be benefited. Prior programming experience is not required to read this book. It can be used as textbook as well as reference book. This book explains fundamental concepts of C programming in a systematic and lucid manner. Program related questions & general questions given as FAQ s will make reader easy to grasp the concepts. Explanation of C language environment, operator precedence, prefix and postfix

expression evaluation techniques, tips to quickly read function pointer complicated expressions etc is distinctiveness of this book.

Schaum's Outline of Discrete Mathematics, Revised Third Edition - Seymour Lipschutz 2009-05-01

Tough Test Questions? Missed Lectures? Not Enough Time? Fortunately for you, there's Schaum's Outlines. More than 40 million students have trusted Schaum's to help them succeed in the classroom and on exams. Schaum's is the key to faster learning and higher grades in every subject. Each Outline presents all the essential course information in an easy-to-follow, topic-by-topic format. You also get hundreds of examples, solved problems, and practice exercises to test your skills. This Schaum's Outline gives you: Practice problems with full explanations that reinforce knowledge Coverage of the most up-to-date developments in your course field In-depth review of practices and applications Fully compatible with your classroom text, Schaum's highlights all the important facts you need to know. Use Schaum's to shorten your study time-and get your best test scores! Schaum's Outlines-Problem Solved.

Computer Architecture - John L. Hennessy 2002-05-29

This best-selling title, considered for over a decade to be essential reading for every serious student and practitioner of computer design, has been updated throughout to address the most important trends facing computer designers today. In this edition, the authors bring their trademark method of quantitative analysis not only to high performance desktop machine design, but also to the design of embedded and server systems. They have illustrated their principles with designs from all three of these domains, including examples from consumer electronics, multimedia and web technologies, and high performance computing. The book retains its highly rated features: Fallacies and Pitfalls, which share the hard-won lessons of real designers; Historical Perspectives, which provide a deeper look at computer design history; Putting it all Together, which present a design example that illustrates the principles of the chapter; Worked Examples, which challenge the reader to apply the concepts, theories and methods in smaller scale problems; and Cross-Cutting Issues, which show how the ideas covered in one chapter interact with those presented in others. In addition, a new feature, Another View, presents brief design examples in one of the three domains other than the one chosen for Putting It All Together. The authors present a new organization of the material as well, reducing the overlap with their other text, Computer Organization and Design: A Hardware/Software Approach 2/e, and offering more in-depth treatment of advanced topics in multithreading, instruction level parallelism, VLIW architectures, memory hierarchies, storage devices and network technologies. Also new to this edition, is the adoption of the MIPS 64 as the instruction set architecture. In addition to several online appendixes, two new appendixes will be printed in the book: one contains a complete review of the basic concepts of pipelining, the other provides solutions a selection of the exercises. Both will be invaluable to the student or professional learning on her own or in the classroom. Hennessy and Patterson continue to focus on fundamental techniques for designing real machines and for maximizing their cost/performance. * Presents state-of-the-art design examples including: * IA-64 architecture and its first implementation, the Itanium * Pipeline designs for Pentium III and Pentium IV * The cluster that runs the Google search engine * EMC storage systems and their performance * Sony Playstation 2 * Infiniband, a new storage area and system area network * SunFire 6800 multiprocessor server and its processor the UltraSPARC III * Trimedia TM32 media processor and the Transmeta Crusoe processor * Examines quantitative performance analysis in the commercial server market and the embedded market, as well as the traditional desktop market. Updates all the examples and figures with the most recent benchmarks, such as SPEC 2000. * Expands coverage of instruction sets to include descriptions of digital signal processors, media processors, and multimedia extensions to desktop processors. * Analyzes capacity, cost, and performance of disks over two decades. Surveys the role of clusters in scientific computing and commercial computing. * Presents a survey, taxonomy, and the benchmarks of errors and failures in computer systems. * Presents detailed descriptions of the design of storage systems and of clusters. * Surveys memory hierarchies in modern microprocessors and the key parameters of modern disks. * Presents a glossary of networking terms.

Speak to Lead - Aruna Koneru

Speak to Lead is an essential, practical guide to professional communication and conduct. With simple language, engaging presentation and additional media support, the book has a focused and effective approach to enhance your speaking skills at the workplace.

Managerial Communication - Geraldine E. Hynes 2018-01-20

A Practical, Strategic Approach to Managerial Communication

Managerial Communication: Strategies and Applications focuses on communication skills and strategies that managers need to be successful in today's workplace. Known for its holistic overview of communication, solid research base, and focus on managerial competencies, this text continues to be the market leader in the field. In the Seventh Edition, author Geraldine E. Hynes and new co-author Jennifer R. Veltsos preserve the book's strategic perspective and include new updates to reflect the modern workplace. The new edition adds a chapter on visual communication that explains how to design documents, memorable presentations, and impactful graphics. New coverage of virtual teams, virtual presentations, and online communication help students avoid common pitfalls when using technology. "This is probably the best book on Managerial Communication in the market." -Astrid Sheil, California State University San Bernardino

Speak Now: 4: Workbook - Jack C. Richards 2013-01-24

Communicate with confidence with Speak Now. With Video and Online Practice. Speak Now is a four-level speaking course which develops students' communication skills both in and out of the classroom. Every activity in Speak Now includes a speaking component. Video activities are integrated every four lessons, providing real-life language models for students. Students can also improve their listening, speaking, and pronunciation skills outside class through Online Practice. Featuring new audio, students can practice their pronunciation through a speak and record function.

Speak Now: 1: Student Book with Online Practice - Jack C. Richards 2012-06-28

Student Book: A speaking component in every activity develops confident and successful speakers Student Book: Integrated video brings language to life and illustrates useful everyday language Student Book: Activities explore ways to target language in real-life settings Online Practice: Allows you to assign extra activities as homework and track your students' progress Online Practice: Features over 120 activities including Listening, Grammar and video review activities, and a speak, record, and submit to teacher function for Pronunciation practice Online Practice: Provides instant access to Student Book video and audio, links to worksheets, audio scripts, tests, and answer keys Online Practice: Optional tools, including the Discussions feature, allow you to give students more opportunities to practice informal language Online Practice: Features custom tools so you can set up groups of students within a mixed ability class and assign different activities for a personalized learning program Online Practice: Makes reviewing students' progress easy with integrated and downloadable tests and a comprehensive online Gradebook

Intelligent Communication Technologies and Virtual Mobile Networks - S. Balaji 2019-08-12

This book presents the outcomes of the Intelligent Communication Technologies and Virtual Mobile Networks Conference (ICICV 2019) held in Tirunelveli, India, on February 14-15, 2019. It presents the state of the art in the field, identifying emerging research topics and communication technologies and defining the future of intelligent communication approaches and virtual computing. In light of the tremendous growth ICT, it examines the rapid developments in virtual reality in communication technology and high-quality services in mobile networks, including the integration of virtual mobile computing and communication technologies, which permits new technologies based on the resources and services of computational intelligence, big data analytics, Internet of Things (IoT), 5G technology, automation systems, sensor networks, augmented reality, data mining, and vehicular ad hoc networks with massive cloud-based backend. These services have a significant impact on all areas of daily life, like transportation, e-commerce, health care, secure communication, location detection, smart home, smart city, social networks and many more.

Business Vocabulary in Use Advanced with Answers - Bill Mascull 2010-04-29

This text is aimed specifically at advanced level learners of business

English. Primarily designed as a self-study reference book, it can also be used for classroom work.

Professional Communication - Winnie Cheng 2009-04-01

"Professional Communication" presents ten studies of communication practices in a variety of professional contexts. By drawing on diverse methodologies from fields such as conversation analysis, intercultural communication, and organizational studies, the essays here examine how language is constructed, managed, and consumed in various professional situations, ranging from academic settings to business negotiations. One important theme of the book is its emphasis on the collaboration between researchers and professionals. The contributors strongly believe that such collaborative partnership will provide direct implications for improving workplace communication and enhance better understanding of the construction of professional identity and organizational behaviour. This book will appeal to not only scholars and researchers in discourse analysis, intercultural communication and professional studies, but also practitioners in the related fields and disciplines.

Speak Now: 1: Workbook - Jack C. Richards 2013-01-03

Communication in Everyday Life - Sherry Devereaux Ferguson 2014-03

Communication in Everyday Life: Personal and Professional Contexts is a comprehensive introduction to interpersonal communication and the different contexts-both personal and professional-in which communication and interaction take place.

Learn Correct English: Grammar, Composition and Usage - Kumar

Learn Correct English: Grammar, Composition and Usage offers a comprehensive and in-depth treatment of grammar and usage. The real life examples and interesting exercises also make this especially enjoyable and student-friendly. The grammar rules are seen as 'means' of learning the language and not the end. It has separate sections on grammar, letter writing (including e-mail) and study skills (word power), substantial coverage of grammar topics, authentic materials (newspapers, adverts and jokes) to introduce grammatical points, class-tested materials and tasks.

The Indian National Bibliography - 2009

International Business Correspondence - Sinee Sankrusme 2017-03-13

International business correspondence is not simply writing or information exchange. It is something that you want others to know about you - to know about your business and the way you deal with business transactions. It is by the way you create your letter that your reader can identify whether you are friendly, rude, or you just simply want to do business. Your letter shows your attitude. This is one reason why it is important to consider your way of writing, write professionally and with courtesy. Success of business transactions is not only dependent on your ability to talk and communicate verbally, but also the way you communicate in letters. How important is learning the proper way of writing business letters? This book will help you to improve your written communication by guiding you through the steps and guidelines of making an effective letter. Aside from that, you will learn to see that planning is important. Gathering information and doing some research will help you. As you go through answer complaints, it will save you to make adjustments, it is important and friendly to reply to inquiries, it is good to be precise in your quotations, it is proper to acknowledge placed orders or acknowledge payment, it is worth to check all outgoing orders for shipment and delivery, it is important to have an insurance policy, it is tedious to deal internationally without bank transactions, and it is by connection that you can increase your sales. You need to connect to your customers and readers in order to build a good working relationship. If you are able to establish a good relationship, they will value you as their business partners. Skills in creating business letters are important for the success of your business. Business letter writing skills will also boost your confidence as a businessman and will help boosting your business as well. This book aims to help students to develop their skills and confidence in writing international business letters. It can also serve as a reference for students at college and university levels.