The Effective Presentation-Asha Kaul 2005-10-31 Designed to respond to the growing needs of professionals and those in the academia, this book is a comprehensive, step-by-step guide to making effective presentations. Written in a clear, accessible style, the author provides a friendly approach to a process that is often a nerve-wracking task for many. The author discusses how to plan presentations across disciplines, their delivery and aesthetics, and helpful tips throughout. With a multi-level focus, it also includes sections on:—choosing the right content and then sequencing it logically for maximum impact —duration of the presentation, ideal size of the audience and their level of understanding and knowledge base —presentation delivery, styles of communication, writing tips and the use of PowerPoint and video conferencing —audience interaction —strategies to avoid common pitfalls

Managing Public Relations and Brand Image through Social Media-Singh, Anurag 2016-05-16 Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand's reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions. Participation in social media is mandatory for any brand's success in this highly competitive online era. Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation. This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, Virtual Team Skills, and Social Skills. Many exercises and other inputs. Written in a clear and straightforward style and in a student-friendly fashion, this concise and compact text is intended both for students of management and for young executives and managers.

The Effective Presentation-Asha Kaul 2005-11-23 Presents a guide to effective business presentations, with information on such topics as choosing content, duration, sequencing, understanding the audience, using visual aids, and delivery style.

Business Communication for Managers-Payal Mehra Business Communication for Managers is a student-friendly, practical and example-driven book that gives students a thorough knowledge of business communication,
covering all the major communication topics included in MBA syllabi across the country. The book teaches students how to communicate effectively and efficiently with the help of chapters on communication theories, numerous exhibits, anecdotes, extensive role plays, hundreds of end-of-chapter questions, etc. The lucid language and the easy-to-follow structure of the book make this an invaluable resource for the MBA student.

Corporate Reputation Decoded—Asha Kaul 2014-04-30 Corporate Reputation Decoded is the first book of its kind in India, having been written by an Indian company in building corporate reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR—company’s stakeholders, situations demanding CR interventions, and the impact of a company’s culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birla Group, HDFC, among others), which enhance the understanding of CR in India as well as benchmark CR best practices in India. The book is of major significance to CR practitioners, scholars, teachers, students and C-Suite professionals who will also find the techniques proposed in the book interesting as they can assess, evaluate, adopt and adapt strategies followed by other companies for reputation enhancement.

Communicating Corporate Social Responsibility in the Digital Era—Adam Lindgreen 2017-12-12 Although literature on corporate social responsibility is vast, research into the use and effectiveness of various communications through digital platforms about such corporate responsibility is scarce. This gap is surprising; communicating about corporate social responsibility initiatives is vital to organizations that increasingly highlight their corporate social responsibility initiatives to position their corporate brands for both consumers and other stakeholders. Yet these organizations still sometimes rely on traditional methods to communicate, or even decide against communicating at all, because they fear triggering stakeholders’ skepticism or cynicism. A systematic, interdisciplinary examination of corporate social responsibility communication through digital platforms therefore is necessary, to establish an essential definition and up-to-date picture of the field. This research anthology addresses the above objectives. Drawing on marketing, management, and communication disciplines, among others, this anthology examines how organizations construct, implement, and use digital platforms to communicate about their corporate social responsibility and thereby achieve their organizational goals. The 21 chapters in this anthology reflect six main topic sections: Challenges and opportunities for communicating corporate social responsibility through digital platforms. Moving toward symmetry and interactivity in digital corporate social responsibility communication. Fostering stakeholder engagement in and through digital corporate social responsibility communication. Leveraging effective digital corporate social responsibility communication. Digital activism and corporate social responsibility. Digital methodologies and corporate social responsibility.

Corporate Communication through Social Media—Asha Kaul 2017-11-14 Social media are rapidly and dramatically transforming the communication landscape. They are purported to provide reputational benefits by promoting transparency and enhancing possibilities for stakeholder engagement. However, they also present reputational risks by exposing organizations to new types of crises, stakeholder criticism, and digital activism. This textbook provides a comprehensive look at social-mediated developments in corporate and organizational communication and examines the consequent implications for reputation management. The book takes a grounded approach in bringing together perspectives from communication and management and from scholarship and practice. It helps the reader make sense of digitalization in corporate communication and its consequences for that traces the journey of Indian companies in building reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR—company’s stakeholders, situations demanding CR interventions, and the impact of a company’s culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birla Group, HDFC, among others), which enhance the understanding of CR in India as well as benchmark CR best practices in India. The book is of major significance to CR practitioners, scholars, teachers, students and C-Suite professionals who will also find the techniques proposed in the book interesting as they can assess, evaluate, adopt and adapt strategies followed by other companies for reputation enhancement.


The SAGE Encyclopedia of Corporate Reputation—Craig E. Carroll 2016-05-04 What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and organisational psychology, and sociology. As a formal area of academic study, it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediated environments create new challenges, pitfalls, and opportunities for organizations. Contemporary social media and online technologies, working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although organized A-to-Z, a thematic “Reader’s Guide” in the front matter groups related entries by broad areas A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader’s Guide and Cross-References to provide thorough search-and-browse capabilities

English Improvement—Prem P Bhalla 2015-09-25 Effective communication is the key factor that ensures success in all business and professional activities. It is a complex subject that requires knowledge of not only the language used, but also of human behaviour and sensitivities along with the basics of the business or professional activities of one’s choice. Spoken and Written BUSINESS ENGLISH fulfills this requirement by providing easy-to-understand knowledge on: Communication Basics Spoken Business English Written Business English Useful Reference Materials This book is a complete guide for all business and professional communication activities explaining in a simple language how people interact with each other through their body language, etiquettes and manners and also through effective use of spoken and written English. It teaches how to speak well at the workplace, at meetings, seminars and in public. It also explains how to write error-free and effective memos, letters, applications and reports. The book contains an exhaustive reference section which provides information to facilitate business and professional activities around the world. Hence, we can conclude by saying that no work place would be complete without a copy of this book. So dear readers, it will serve as a Bible for all of you who are in service, in any profession, or managing their own business."

Voice and Agency—Jeni Klmgan 2014-09-29 Despite recent advances in important aspects of the lives of girls and women, pervasive challenges remain. These challenges reflect widespread deprivations and constraints and include epidemic levels of gender-based violence and discriminatory laws and norms that prevent women from owning property, being educated, and making meaningful decisions about their own lives—such as whether and when to marry or have children. These often violate their most basic rights and are magnified and multiplied by poverty and lack of education. This groundbreaking book distills vast data and hundreds of studies to shed new light on deprivations and constraints facing the voice and agency of women and girls worldwide, and on the associated costs for families, communities, and global development. The volume, dealing with new findings about the patterns of constraints and overlapping deprivations and focuses on several areas key to women’s empowerment: freedom from violence, sexual and reproductive health and rights, ownership of land and housing, and voice and collective action. It highlights promising reforms and interventions from around the world
NEW PARADIGMS OF GENDER INCLUSIVITY-ASHA KAUL 2012-01-19 Diversity, inclusivity, and gender mainstreaming have today become the buzzwords in the corporate arena and civil society. The reason is increased business requirement for diverse competencies and skill sets. Hence, the need to have a mixed gender group has become a business imperative. Furthermore, there is heightened awareness that women are equally competent and talented, if not more, than men in various professional jobs. With increasing job opportunities, tapping and retaining this talent through initiation of various programmes within organizations has shown positive results. New Paradigms for Gender Inclusivity: Theory and Best Practices scripts some of the practices, in the form of case studies, which organizations have followed to enhance gender inclusiveness. These real-life case studies highlight the role played by organizations in facilitating the progression of women which indirectly has helped in their growth, development and recognition of being a forerunner in promoting diversity. The book is divided into three parts. Parts I and III begin with a theoretician’s perspective on gender inclusiveness and gender mainstreaming in India, respectively and close with an academic detailing on reasons and causes for the same. Statistical data and models in the last chapter for the two parts validate the corporate, governmental and civil society attempts at introducing creative yet simple methodologies to make gender diversity and inclusion reality in the workplace. In Part I, six case studies on the following companies: Broadridge, IBM Daksh, Infosys, Shell India, Jamshedpur Utilities and Services Company Ltd.: A Tata Enterprise, and Wipro have been presented which discuss the need for gender diversity and inclusiveness, drivers and barriers, and showcase measures adopted to overcome those barriers. Five cases: SEWA, Indian Police, Sakti, Indian Railways, and RUDI have been presented in Part III which highlight tasks accomplished by women in their area of expertise, marketing strategies adopted by the civil society to promote goods produced by women, sensitization workshops to address harassment, and training workshops. Part II (Interlude) is a break from organizational cases and shares some experiences, angst, insights and observations on gender diversity and inclusion through a narration, a poem and a reflective piece. This book on case studies will be extremely useful for postgraduate students pursuing gender studies in Management Institutes, students working on gender related dissertation topics and corporate houses keen to learn from best practices of other organizations. Additionally, it would benefit readers who wish to learn about organizational policies and practices for gender inclusivity.

Effective Business Communication-Neera Jain 2012

Business Communication-M. K. Sehgal 2008 Communication is the lifeblood of every business organization. This book on Business Communication aims to bring about the relevance/importance of communication in business. It highlights the different types of formal and informal communication taking place in an organization. Various forms of written and oral communication, including letters, memos, orders, interviews, group discussions, meetings etc., have been discussed in detail. Besides, the importance of non-verbal communication has also been elucidated. Effort has been made to keep the text simple and comprehensible, including a lot of examples and case studies. Students’ exercise at the end of every chapter has been added to inculcate interest in readers for higher and deeper learning. There is comprehensive coverage of all topics on Business Communication prescribed for study for the students of Commerce, Management, Hotel Management and MCA etc. This book is not only helpful for the students of Business Communication, but is also a helpful guide to those who want to improve their communication skills.

Basic Communication Business Communication-Dr.Ramesh R Kulkarni, Mr. Rangappa Yaraddi 2017-11-27 This book which is an introduction to Business communication covers the theoretical aspects of undergraduate and postgraduate students of different universities. It covers all the aspects in a simple manner with the practical case studies. It covers various topics such as organizational communication, types of communication, external and internal business correspondence along with case studies and activities. This text clearly explains how to do communication in present business scenario in a step wise manner. A sufficient care is taken to keep the book simple. Any reader can clearly understand the concepts without many difficulties. Some error might have been there and the publisher or author is not liable for the damage caused if any. In some concepts, the case studies and activities are imaginary in nature and do not mimic any real time entities. This book is very useful for management and commerce students of both undergraduate and postgraduate level. A sample paper has been solved to help the students to understand the concepts better and present them effectively in their writing. We are always open for your suggestion and comments for further improvements of this book.


Managing in a VUCA World-Oliver Mack 2015-07-15 This book examines volatility, uncertainty, complexity and ambiguity (VUCA) and addresses the need for broader knowledge and application of new concepts and frameworks to deal with unpredictable and rapid changing situations. The premises of VUCA can shape all aspects of an organization. To cover all areas, the book is divided into six sections. Section 1 acts as an introduction to VUCA and complexity. It reviews ways to manage complexity, while providing examples for tools and approaches that can be applied. The main focus of Section 2 is on leadership, strategy and planning. The chapters in this section create new approaches to handle VUCA environments pertaining to these areas including using the Tetralemma logics, tools from systemic structural constellation (SySt) approach of psychotherapy and organizational development, to provide new ideas for the management of large strategic programs in organizations. Section 3 considers how marketing and sales are affected by VUCA, from social media’s influence to customer value management. Operations and cost management are highlighted in Section 4. This section covers VUCA challenges within global supply chains and decision-oriented controlling. In Section 5 organizational structure and process management are showcased, while Section 6 is dedicated to addressing the effects of VUCA in IT, technology and data management. The VUCA forces present businesses with the need to move from linear modes of thought to problem solving with synthetic and simultaneous thinking. This book should help to provide some starting points and ideas to deal with the next era. It should not be understood as the end of the road, but as the beginning of a journey exploring and developing new concepts for a new way of management.

Principles and Practice of Management-Dr. L.M. Prasad 2020-10-01 The book in its tenth edition has been thoroughly restructured and revised. All the chapters of the present edition have been re-written not only to incorporate the latest developments in management but also to make presentation of subject-matter more lucid and crisp. Chapter 3 of the previous edition (Managers and Environment) has been named as Management Challenges and Opportunities in the present edition so that proper focus is put on these issues. Thus, the present edition is ideally suited to management students as well as management practitioners, particularly those who have not gone through formal management education.

Basic Communication Skills for Technology-Andrea J. Rutherfoord 2000-07 Rutherfoord presents clear simplified explanations of the practical applications of writing in vocational/technical fields. The motivational readings/paragraphs are designed to stimulate readers’ interest in vocabulary and introduce traditional and applied writing assignments. The text provides accessible explanations and exercises in language and style, writing elements, forms of technical communications, grammar units and mechanics units, as well as job search techniques. For individuals needing an introduction to writing for technical/vocational fields.

Basic Communication Skills for Technology-Andrea J. Rutherfoord 2000-07 Rutherfoord presents clear simplified explanations of the practical applications of writing in vocational/technical fields. The motivational readings/paragraphs are designed to stimulate readers’ interest in vocabulary and introduce traditional and applied writing assignments. The text provides accessible explanations and exercises in language and style, writing elements, forms of technical communications, grammar units and mechanics units, as well as job search techniques. For individuals needing an introduction to writing for technical/vocational fields.
Developing Courses in English for Specific Purposes-H. Basturkmen 2010-10-01 Presented in two parts, this book firstly introduces core considerations in ESP course development drawing on examples from a wide range of ESP and EAP courses. Secondly four case studies show how experienced ESP teachers and course developers went about developing courses to meet the needs of their particular learners.

Basic Business Communication-Raymond V. Lesikar 2001-07-01 Lesikar and Flatley’s, Basic Business Communication (BBC): Skills for Empowering the Internet Generation, has long been known as a solid introductory business communication book that gets to the writing skills sooner than most other texts and gives students true ‘how-to’ skills in all areas of business communication. It has solid examples, and is both consumer- and service-oriented. Its strength has also been its use of margin notes, cartoons and photos that relate to the concepts and use of cases. Recent editions have established BBC as truly cutting edge; it was the first text in the market with PowerPoint as part of its package, the first to have an online chapter, and with the 9th Edition is now the first to offer writing tips and templates for PDAs (personal digital assistants).)

Business Organisation and Management-P. C. Tulsian 2002-09

The Communication Book: 44 Ideas for Better Conversations Every Day-Mikael Krogerus 2020-02-04, and Roman Tschäppeler have tested the 44 most important communication theories and distilled them in book form, alongside clear and entertaining illustrations. Want better conversations? Ask open-ended questions that have no right or wrong answers—make your partner feel brilliant. Want better meetings? Ban smartphones, use a timer, and make everyone stand up. Want better business deals? Focus on the thing, rather than the person; on similarities, rather than differences; and on good outcomes, rather than perfect ones. Whether you want to present ideas more clearly, improve your small talk, or master the art of introspection, The Communication Book delivers, fusing theoretical knowledge and practical advice in a small but mighty package. With sections on work, the self, relationships and language, this book is indispensable for anyone who wants to improve what they say, and how they say it.

Co-operation-Adam M. Brandenburger 2011-07-13 Now available in paperback, with an all new Reader’s guide, The New York Times and Business Week bestseller Co-operation revolutionized the game of business. With over 40,000 copies sold and now in its 9th printing, Co-operation is a business strategy that goes beyond the old rules of competition and cooperation to combine the advantages of both. Co-operation is a pioneering, high profit means of leveraging business relationships. Intel, Nintendo, American Express, NutraSweet, American Airlines, and dozens of other companies have been using the strategies of co-operation to change the game of business to their benefit. Formulating strategies based on game theory, authors Brandenburger and Nalebuff created a book that’s insightful and instructive for managers eager to move their companies into a new mind set.

Effective Communication-Urmila Rai 2009

Essentials of Management - An International, Innovation and Leadership Perspective | 11th Edition-Harold Koontz 2020-05-07 The thoroughly revised and updated 11th edition of Essentials of Management: An International, Innovation and Leadership Perspective takes an international and innovative view of management. This edition comprehensively covers foundational and emerging managerial insights and practices. It also emphasizes the managerial perspectives found in Silicon Valley. This edition also emphasizes the enhancement of the professional profile and network of its readers with creative exercises and online projects. Salient Features: • Inclusion of exclusive interviews with leading executives to help students gain more professional insights • Focus on professional development and network growth of students to enhance career opportunities • Case examples that detail managerial actions in global firms such as Apple, Google, Microsoft, Cisco, Samsung and many others • Iterative concept review and discussion questions in each chapter • Instructor and student resources available at - http://www.mhhe.com/koontz/eom11e

Office Management-B N Piliil 2008-01-01 Modern Office * Office Management * Office Organisation * Office Accommodation And Layout * Office Environment * Furniture * Correspondence And Mail * Record Administration * Office Stationary And Forms * Office Appliances * Office Communication * Personnel Management * Office Services * Office Supervision * Collection Of Data * Presentation Of Data * Work Measurement And Standards * Office Reports And Precis Writing * Office Cost Reduction And Cost Savings * Modern Technology * Common Abbreviations

Effective Tech Communication-Rizvi 2005-06-01 This text book focuses on helping the students to develop skills in all the four dimensions of communication, namely listening, speaking, reading, and writing. While maintaining a practice-oriented approach, the book also provides a comprehensive review of the principles of technical communication. Simple presentation, step-by-step discussion, use of examples, and the practice modules will help students in mastering the subject.

Corporate Reputation and the News Media-Craig Carroll 2010-09-01 This volume examines agenda-setting theory as it applies to the news media’s influence on corporate reputation. It presents interdisciplinary, international, and empirical investigations examining the relationship between corporate reputation and the news media throughout the world. Providing coverage of more than twenty-five countries, contributors write about their local media and business communities, representing developed, emerging, and frontier markets - including Argentina, Brazil, Chile, China, Germany, Greece, Japan, Nigeria, Spain, and Turkey, among others. The chapters present primary research and secondary research on various geo-political issues, the nature of the news media, the practice of public relations, and the role of public relations agencies in each of the various countries. Each chapter is structured to consider two to three hypotheses in the country under discussion, including: the impact of media visibility on organizational prominence, top-of-mind awareness and brand-name recognition the impact of media favorability on the public’s organizational images of these firms how media coverage of specific public issues and news topics relates to the associations people form of specific firms. Contributors contextualize their findings in light of the geopolitical environment of their home countries, the nature of their media systems, and the relationship between business and the news media within their countries’ borders. Incorporating scholarship from a broad range of disciplines, including advertising, strategic management, business, political communication, and sociology, this volume has much to offer scholars and students examining business and the news media.

The Handbook of Communication and Corporate Reputation-Craig E. Carroll 2015-06-22 With the latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell’s series of handbooks on communication and media reflects the growing viability of large businesses’ ethical profiles, and tracks the benefits that positive public attitudes can bring. Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars Brings together state-of-the-art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation.

Business Communication (For University of Delhi, B.Com Hans, , Sem-6)-Poju Khanna Effective communication is the key to success in life. We live in an era where words and gestures play an important role in effective communication. Businesses operate in various circumstances and it is paramount that the communication between different parties concerned is clear and effective and also takes into account the cultural sensitivities. This is where the concept of Business Communication comes to play. This book, written in accordance with the syllabus of the University of Delhi, is an attempt to equip the readers with skills required to communicate effectively in a business situation. It would also be useful for the students of BCom, BBA, and MBA of other universities, and for anyone looking to learn the nitty-gritties of business communication. KEY FEATURES • Analysis of vital components of business communication • Informative use of illustrations, examples, diagrams and pictures • Inclusion of review questions and university examination questions • New tools for business...
Communication Yearbook 17 - Stanley A. Deetz 2012-03-22 Divided into four sections, Communication Yearbook 17 focuses on interpersonal interaction, especially the constitutive processes within everyday communication, and is intended to complement the mass media focus of Communication Yearbooks 15 and 16. The second section focuses on message characteristics and what messages do in interaction. Section III considers value and policy issues in light of the ubiquitous nature of communication media and cultural pluralism. The final section discusses the future of communication studies and its potential social contribution. Commentaries on each chapter provide alternative perspectives on the state of current research, extend issues of significance and help engage the reader in the contemporary debates of each area.

Management Concepts And Strategies - J S Chandan 1997 Simple, clear, unambiguous, well-structured, well-grounded and authoritative, this book covers the tools, techniques and strategies used by effective managers.