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Strength for Today and Bright Hope for Tomorrow

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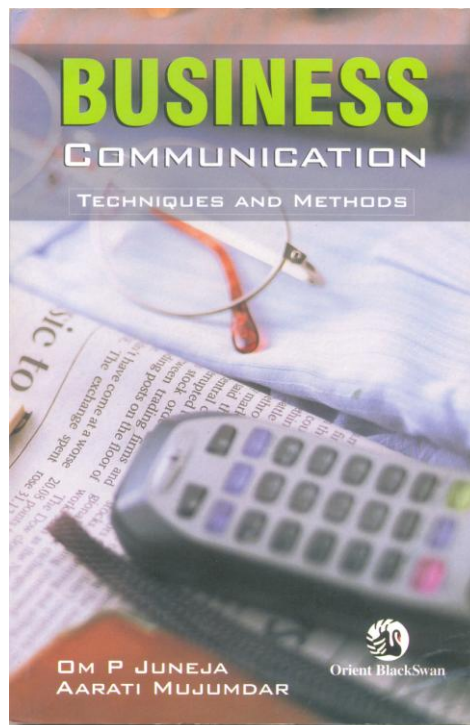
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Business Communication: Techniques and Methods by

Om P. Juneja and Aarti Mujumdar

(Hyderabad: Orient Blackswan Private Limited, 2010. Pp. ix + 166)

A Review by F. Abdul Rahim, Ph.D.



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A Review of *Business Communication: Techniques and Methods* by Om P. Juneja and Aarti Mujumdar

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Business Communication with Proper Decorum: What It Means?

Life is changing faster than can be envisaged. The business world has always been in a state of flux. In such a circumstance, communicating in an effective, yet proper manner, following business decorum, becomes extremely important.

Earlier texts on business communication were about sending memos, writing business letters, reports, grammar, vocabulary, and so on, and books that tack on new chapters periodically are only updated versions of these concepts. With technological changes, it becomes imperative for everyone to follow current standards of business communication that aim at developing a strategy to enable learners to analyze their environment, increase their credibility, and structure their ideas persuasively.

Thus the need of the hour is a book that integrates these elements and sets the communication strategy. One such book is *Business Communication: Techniques and Methods* by Om O. Juneja and Aarti Mujumdar.

A Tool to Learn Basics of Business Communication

Business Communication: Techniques and Methods is a good text for learning the basics of business communication, designed both as a text for study as well as a guide with tips for professional practice.

Balanced Treatment of Basic Skills

The introductory chapters present a balanced treatment of the complex process of communication and examine the impact of corporate culture on the communication climate. Catering to the demands of the global business transactions and, in keeping with the strides in web-based technology, the book advances the use of E-mails and other audio visual aids in communication practices.

Skills for Collaboration and for Personal Promotion

In order to promote in learners necessary professional skills for the global market, the book aims at making effective presentations, strategies and techniques for facing interviews confidently and successfully, the skill-set and collective vision required to participate collaboratively in group discussions, and to prepare an appealing and attractive CV that would showcase candidates to prospective employers. Along with these, the book also covers the cross-cultural implications of non-verbal communication and the pivotal role that listening plays in communication.

The book attempts to capture these essentials through lucidly explained and illustrated concepts in order to provide the student and the practitioner of business an effective tool of communication that is contemporary, professional, and global.

Useful for Students of All Disciplines

As the title of the book implies, communication within a business environment fulfills the needs of students of all disciplines. Adhering to the latest guidelines of the UGC, the book is written in a clear, concise, and professional prose and captures the dynamics of business communication. It presents the subject in a fascinating way, powerfully stimulating and motivating readers by giving the foundation for excellent, effective, and practical business communication. It helps readers refine their

communication skills while learning how to communicate effectively via various mediums, including the internet and other technologies.

Strength: Strong Workplace Orientation

While grounded in solid business communication fundamentals, this paperback takes a strong workplace activity orientation which helps students connect what they learn to what they do or will do on the job. The wide range of learner activities given at the end of each chapter would facilitate the teacher in imparting practical training to students in the particular kind of communicative strategy and professional skill discussed in the chapter. In this and many other ways, it fulfills the need to make business communication a facile tool that can help one to respond to the communication challenges faced by today's corporate world.

A Valuable Book and Guide

In all, this book is a valuable aid for students interested in academic pursuits, highly readable, and excellent material for teaching effective business communication.

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