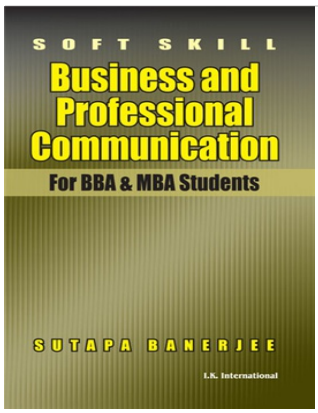
Book Information Sheet



Soft Skill: Business and Professional Communication (For BBA & MBA Students), 1/e

Sutapa Banerjee

2008 | 136 pp | Paperback | ISBN: 9788189866976 | Price: 175.00

About the Book

The present book endeavours to help students involved in business and enterprises to enhance their communication skill.

The book will be useful not only for BBA & MBA students but also for those who want to have a first-hand knowledge of business and professional communication

Salient Features

- Extensive research in vocabulary–enabling the students to enhance and enrich their communication skills (both oral and written).
- Guidance for writing business correspondence
- Power point presentation.
- A large number of exercises, work sheets, answers and clues.

Table of Contents

- Communication: Principles, Levels and Barriers
- Written Communication
- Business Correspondence
- Handling Business
- Comprehension and Summary
- Conclusion Sutapa Banerjee (MA Ph.D) is Asst. Prof., Camellia Institute of Technology, Kolkata Readership:The book will be useful not only for BBA & MBA students but also for those who want to have a first-hand knowledge of business and professional communication.

About the Author

Sutapa Banerjee :- Sutapa Banerjee is an Education maestro with a difference. She has spent the past 25 years in pursuit of excellence in the Queen's language, with equal ramifications in pure and applied English.

She is an authority on Soft Skills and Personality Development.