

## The art of successful business communication

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### Abstrak

Communication is easy isn't it? Well it may seem so, but consider honestly when was the last time you were involved in a breakdown of communications? And how long ago was one such a veritable derailment? For most people and in most organizations this happens regularly.

It matters. Communication ? effective communication ? makes things happen. There can be a great deal hanging on it. Whether the communication concerned is a simple e-mail, a contribution to a meeting, a report or a presentation, it can prompt agreement or action, it can seal a good deal; drive a hard bargain and enhance your profile and boost your reputation as it does so. Or not: for instance making a poor presentation may do real damage and allow no second chances, and an ill-considered report may come back to haunt you in months to come.

This book is an antidote to communications difficulty. It sets out proven, practical guidelines to ensure you can prepare (and prepare quickly) and deliver messages in a clear, succinct, precise, descriptive, informative, and impressive way ? and that they are effective. That is, they achieve your purpose with others, however technical, complex or difficult the topics they may involve.