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# **Effective Business Communications**

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# Preface

Good communications, oral or written, is the key to success in business life. The course is intended to assist business people in gaining understanding of the communication process, writing and organization methods, and oral aspects of communication in business. Emphasis is also placed on new technology in business communications, including e-mails, blogs, social networking, and meeting systems. *Effective Business Communications* is intended for:

- People in business who have not studied business communications---particularly business writing--as part of their formal education.
- Students preparing for subject or credit examinations and practitioners in fields in which competence in communication skills is part of a certification program.
- Business, government, and educational organizations conducting in-service training programs.

The course is easy to use and should assist the user in gaining understanding of the communication process, writing and organization methods, and oral aspects of communication in business. At the same time, to develop skill in applying this understanding takes practice which can only be gained in day-to-day application.

|                             |                |
|-----------------------------|----------------|
| <b>Field of Study</b>       | Communications |
| <b>Level of Knowledge</b>   | Overview       |
| <b>Prerequisite</b>         | None           |
| <b>Advanced Preparation</b> | None           |

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