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ESSENTIALS OF BUSINESS COMMUNICATION BY RAJENDRA PAL S ...

At some point in your professional life, you may need to write something. It's nothing to be intimidated by, though! Business writing is any written communication used in a professional setting, including emails, memos, and reports. It's direct, clear, and designed to be read quickly.

Business Communication: Business Writing Essentials

What are the business communicator's most important goals in communicating The are: most importance goal for business communicator in negative message Explaining clearly and completely Projecting a professional image. Conveying empathy and sensitivity Being Fair Maintaining friendly relations. 14.

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