
BOOK REVIEW

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Name	: BCOM Business Communication
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Communication is the backbone of organizations and the most essential requirement of professionals. It demands constant nourishment to get acquainted and develop good communication skills. The learners as well as job aspirants need to groom themselves in order to find recognition in this competitive and ever-demanding corporate sector. This generation needs specific training along with guidance to cope up with the demanding work culture in the current scenario. The book serves this purpose of understanding the basic concepts of management with clarity and helps the students in engaging themselves in several activities for better learning of the language. The book comprises of 16 chapters which is further sub-divided into several segments with detailed explanations, examples, cases and special focus on all the essential aspects of Business Communication.

The authors of the book are all renowned academicians and experts in the field of Business Communication. Dr. Carol M. Lehman is a Professor in Management and Information Systems at Mississippi State University. She has twenty-five years of teaching experience and is a frequent presenter at the national and regional meetings of the Association for Business Communication. Dr. Debbie D. Dufrene is Associate Dean of the Rusche College of Business at Stephen F. Austin State University, having more than twenty-five years of teaching experience. She serves on the International board of directors for the Association for Business Communication and has been a business communication consultant to various organizations. Dr. Mala Sinha is Associate Professor of Management Studies, University of Delhi. She is a case analyst for Business World and many of her analyses have been republished in Special Collector's Editions of Selected Case Studies by Business World. She is consultant to government and multinational organizations and is the recipient of the Andrew Towl Scholarship to participate in Global Colloquium on Participant Centered Learning at Harvard Business School, Boston. The joint effort of these three intellectual minds gets reflected in the wonderful innovation and extremely useful study material which compiles the basics and processes, dos and don'ts, forms and cases of business communication.

The book widely covers all the important aspects of business communication, starting from the process, planning, implementation strategy, improvised models with relevant examples. The authors have succeeded to pinpoint the challenges of the workplace and to provide

an apt solution to make them one's strength. The chapters elaborately discuss about the flow of communication through different networks and the use of several forms of written communication and oral communication. Under the written forms, there is a detailed discussion with examples and formats of proposals, reports, minutes, business letters, etc which are the basic requirements in a corporate to maintain the records of the various activities. Similarly, emphasis is also laid upon the different forms of oral communication such as speech, presentation, GD and interview with more precise discussion about the guidelines of all the above. The focus on the presentation techniques along with the etiquette and body language can be considered as a guide for the students to prepare themselves for interviews, to get a desirable job and also to sustain themselves by following the guidelines. A special attention of the book is given to the soft skills development which is another major area that needs to be nourished while preparing for a job. The added cases related to each major area discussed in the book add to its speciality and usefulness for the readers.

The review cards, models and style cards provided at the end of every chapter would definitely help the readers to recall all the essential details. The language used is easy to understand and the practical descriptions of the models help in better understanding of the concepts of management and business communication. The models and the formats with the examples prove effective in memorizing the concepts easily. Overall, the book has a systematic and methodical coverage of topics with visually appealing presentation. The key terms provide clarity of the content whereas the exercises and the projects provide the scope for self-evaluation and the creativity of the learners depending upon the understanding of the specific chapters.

The book is a complete package for business communication. It not only discusses about the several writing forms, oral forms but also provides the samples for understanding along with exercises for self-practice. This book is highly recommendable to the MBA students and the job aspirants for the nourishment of business communication skills and development of employability skills.

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