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Essentials of Business Communication by Rajendra Pal, 9788180547294, available at Book Depository with free delivery worldwide.

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### Essentials of Business Communication

Communication is a vital force, it is an important aspect of effective business organization. McFarland has described “The ability to communicate has enabled human to build societies, organization and other social groupings that make for survival and better living. At the same time, many of our problems - individual, organizational

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### What Is Horizontal Communication? Advantage, Disadvantage

Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand and Sons, New Delhi,2013. Saalesh Sen Gupta, Business and Managerial Communication, PHI,2011. Elevate english , Mc Graw Hill, www.ellevateenglish.com; For detail Syllabus of all other subjects of MBA Marketing, R19 scheme do visit Marketing 1st Sem Syllabus for R19 ...

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