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Time, Informality, Feedback and a Few Others The chief purpose of communication is the exchange of ideas among various people working in the organisation.

## **Principles of Effective Communication**

Summary 1. Author - Michael E. Hattersley, Linda McJannet Title - "Management communication: Principles and practice" Date of publication - 2008, Publisher - McGraw Hill International Edition Total number of pages (280) and pages I have read (3-17,237-257,257-69) 2.

## **Summary of "Management Communication: Principles and Practice"**

Following principles of communication make it more effective: 1. Principle of Clarity: The idea or message to be communicated should be clearly spelt out. It should be worded in such a way that the receiver understands the same thing which the sender

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wants to convey. There should be no ambiguity in the message.

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explaining internal management of organizations and behavioural concepts as applied to practical management problems. Goals: To enable the students to learn the basic functions, principles and concepts of management. Objectives: On successful completion of the course the students should have: Understood management functions and principles.

### **1.1 Management Principles and Practice**

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Rapier BUS 600: Management Communication with Technology Tools Instructor Cheryl Moore July 27, 2014 It's been understood that " communication in business involves a complex set of unwritten rules governing speech, written correspondence and body language that varies in different parts of the world" (Ingram, 2014).

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