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Effective Business Communication defined The communication that is used within formal business environment and produces desired results and outputs is called effective communication. OR Effective business communication is the act of influencing and inducing others to act in the manner intended by the speaker or writer/ speaker.

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Book Reviews : Effective Business Communications, Seventh Edition.
Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas. New
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Effective Business Communication CHAPTER 1: Definition ...

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