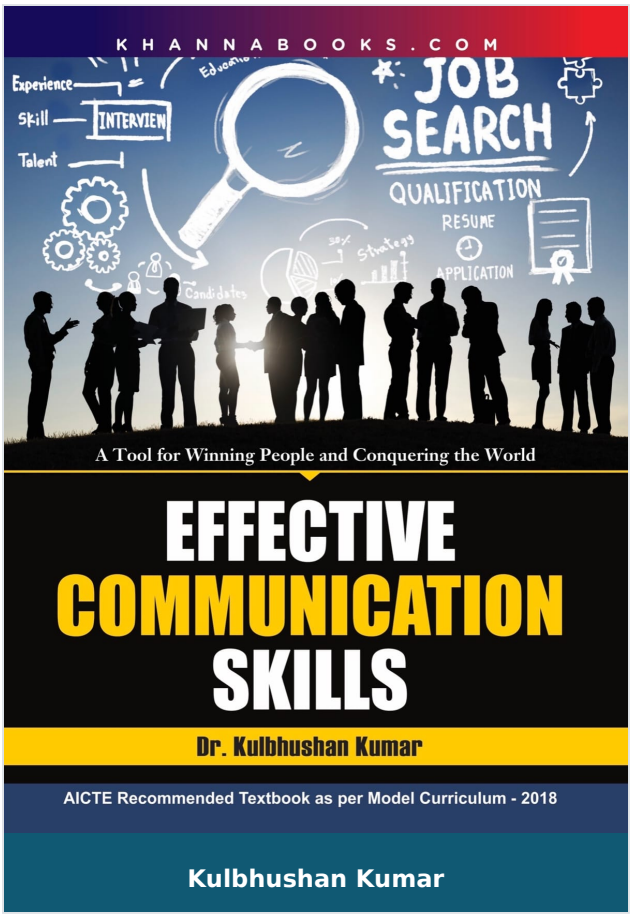


Effective Communication Skills

Author :	Kulbhushan Kumar
ISBN 13 :	978-93-82609-94-0
ISBN 10 :	9382609946
E-ISBN 13 :	978-93-82609-94-0
Edition :	1
Pages :	408
Type of book :	Physical
Year :	2024
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 445.00
Categories :	University Recommended, Applied science & Humanities, Book Store, Applied Sciences & Humanities
Condition Type :	New
Country Origin :	India

Khanna Publishing House

4C/4344, Ansari Road, Daryaganj, New Delhi-110002

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Product Description

The Books in your hand is a modest attempt to discuss the kaleidoscopic nature and paramount international significance of English Language and of Communication Skills. The purpose of the book is to familiarize its readers with different aspects and genre of business communication. So, to solve the purpose, the book has been divided into fifteen chapters.

· Introduction to Communication Skills

· Types of Communication

· Listening Skills

· Speaking Skills

· Reading Skills

· Writing Skills

· Oral Presentation Skills

· Writing Business Letter

· Report, Tenders, Business Proposal,

· Memorandum

· Resume Writing

· Group Discussion

· Conducting Meetings Telephone Skills

· Grammar

· Interview Skills

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The purpose of the book is empower students with the language and life skills they need to carry out their career goals. The book provides ample opportunities for students to build development and practice the language in real-life scenarios. Its integrated skills approach develops the students' self-confidence to survive and succeed in professional and social encounters within the English speaking global community. Emphasis is on developing the life skills students' need to deal with situations that they will encounter in the job market. Therefore, the book provides students with the language and life skills necessary to pursue business related career goals.

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- Speaking Skills
- Reading Skills
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- Oral Presentation Skills
- Writing Business Letters
- Reports, Memos, Orders
- Resume
- Group Discussion
- Chapter-12. Conducting Meeting
- Chapter-13. Telephone Skills
- Chapter-14. Grammar
- Chapter-15. Interview Skills

Author

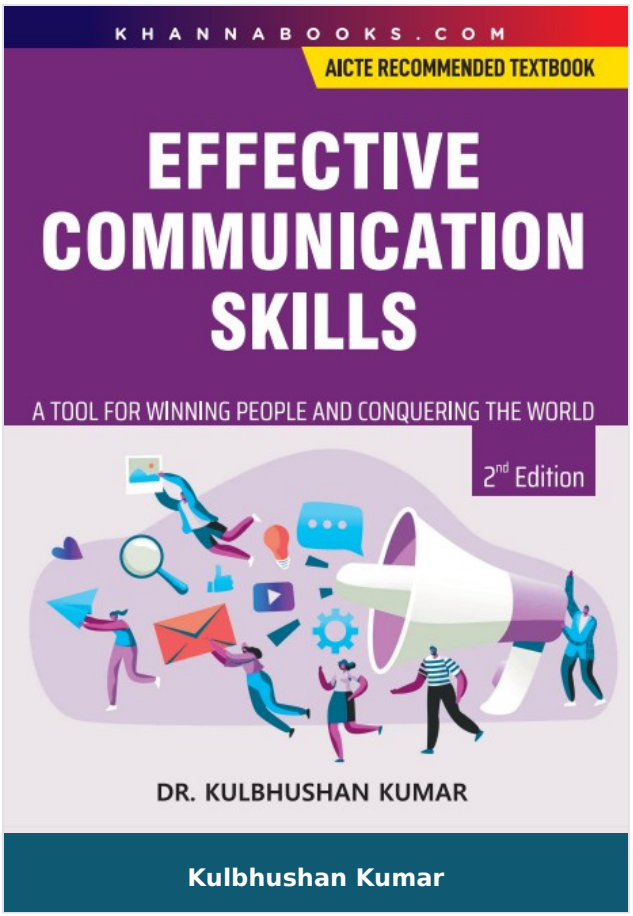
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Effective Communication Skills | AICTE Recommended

Author :	Kulbhushan Kumar
ISBN 13 :	978-93-55387-93-6
ISBN 10 :	9355387938
E-ISBN 13 :	978-93-55387-93-6
Edition :	Second
Pages :	464
Type of book :	Physical
Year :	2026
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 495.00
Categories :	New Arrivals, University Recommended, Applied science & Humanities, Book Store, Applied Sciences & Humanities
Condition Type :	New
Country Origin :	India

Product Description

Effective Communication Skills | AICTE Recommended

This is a comprehensive guide to mastering the indispensable art of communication. The book explores the vast importance of English, offering a practical, holistic approach to various aspects of business communication. Divided into sixteen chapters, including a new one on linguistics, it covers everything from the fundamentals of Listening, Speaking, Reading, and Writing (LSRW) to advanced topics.

Readers will find actionable strategies for impactful oral presentations, professional guidance for business correspondence like emails, reports and templates for standout resume. The book also hones skills essential for group discussions, meetings and interviews, ensuring readers can articulate their ideas with confidence.

This book is envisioned as a textbook for BBA, BCA, MBA, MCA, Engineering and for various other academic courses to meet the growing academic and professional needs of learners from diverse streams. Whether preparing for job interviews, internships, group discussions, or leadership roles, students will find in these pages the guidance they need to communicate with clarity, confidence and impact.

With a strong foundation in grammar and a simple, accessible language, the book includes real-world examples, case studies and practical exercises. It follows and Outcome Based Education approach, empowering students with the language and life skills needed to succeed in academic and professional landscapes. This book is a timely and thoughtfully curated resource for success in the 21st century.

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- Business Correspondence Resume And Cover Letters
- Group Discussion
- Meeting Skills
- Professional Tele-Communication Skills
- Interview Skills
- Linguistics
- English Grammar

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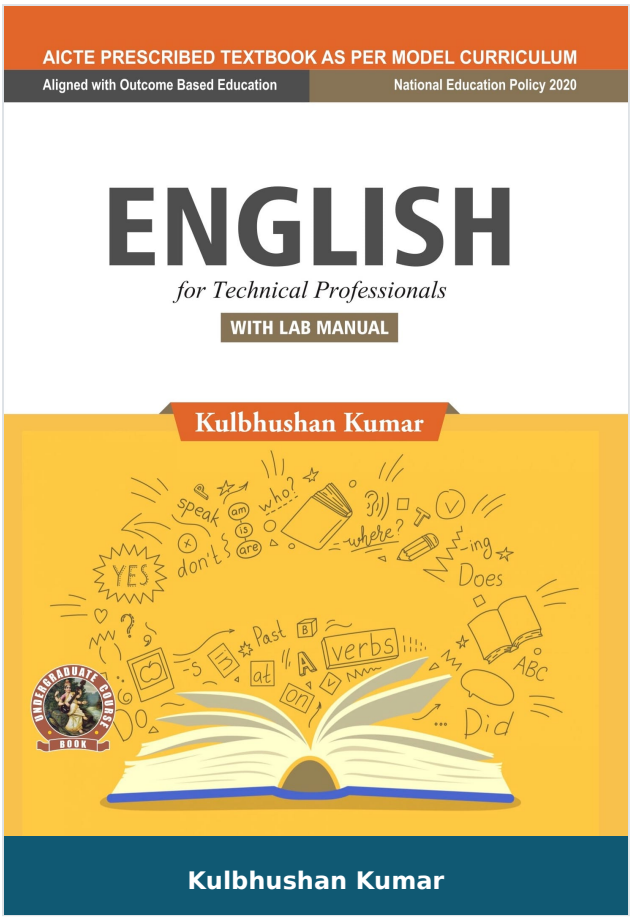
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English (with Lab Manual)

Author :	Kulbhushan Kumar
ISBN 13 :	978-93-91505-09-7
ISBN 10 :	9391505090
E-ISBN 13 :	978-93-91505-09-7
Edition :	First
Pages :	228
Type of book :	Physical
Year :	2024
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 295.00
Categories :	AICTE Prescribed Textbooks, English Books, Book Store, Ebooks, Applied Sciences & Humanities
Condition Type :	New
Country Origin :	India

Product Description

The Book on English in your hand is a textbook intended for the second language learners who wish to learn English but have a less environment in conversing with others in English. The book covers AICTE model curriculum for first year undergraduate degree courses in Engineering and Technology. The book is meant to familiarize the students with different aspects and genres in English including reading, listening comprehension, written and speaking skills. A must-buy for the students of engineering, Management and Humanities, the book combines reference grammar and practices exercises while maintaining a practice- oriented approach. So, to solve the purpose, the book has been divided into six part that highlights:

1. Vocabulary Building

2. Basic written Skills

3. Identifying Common Errors in Writing

4. Nature and style of Sensible Writing

5. Writing Practices

6. Oral Communications

Salient Features:

This book covers a wide range of topic such as conversation practice, vocabulary building , writing practices and sentence Patterns which generates a great taste to its learners. Apart from the core lessons, this course book includes additional reference tools strategies for learning independently, vocabulary trainer and ideas for developing speaking skills. The sole purpose of the book is to empower students with language and life skills the need to carry out to achieve their career goals. A big part of the book is about the vocabulary, with numerous examples. It prepares the learners in Business

English for effective communication not only as students during their collegiate day but also as employees after being employed. It is a complete guide for all business and processional communication activities explaining in simple language how people interact with each other through effective use of spoken and written English. To make the students face the competitive world, each chapter of this book is clearly structured with a strategic approach to learn the target language from the basic level. Therefore, it’s THE BEST book for every technical student who wants to understand how English Works.

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