

# Advanced Business Communication

## I. Definition:

- ➔ Advanced communication skills enable an individual to engage in complex social interactions with others across a range of shared interests and topic, which help to develop social relationships and friendships.

## II. General knowledge:

1. 7C's: clear, concise, concrete, correct, coherent, complete and courteous.
2. 4 types of business communication:
  - a. Upward communication:
    - Direct report to manager
    - Manager to high-level executive
  - b. Downward communication:
    - Executive to manager
    - Manager to direct report
  - c. Lateral communication:
    - Co-worker to co-worker
    - Manager to manager
  - d. External Communication:
    - Org A to Org B
    - Website to customer
3. **Business Channels**:
  - Face to Face
  - Electronic Communication
  - Written Communication
4. 7P's: Product, Price, Promotion, Place, People, Physical Evidence, Process
5. 7 Barriers: Physical, Language, Information, Culture, Emotions, Perception, Gender.
6. **The rule of 7**:
  - ➔ A message must be received at least 7 times in 7 different ways, for it to be "heard" and ultimately result in desired behavior change.
7. **6 Process of communication**:
  - ➔ A sender, encoding a message, selecting of a channel of communication, receipt of the message by the receiver and decoding of the message.

# Advanced Business Communication

**TD Snyder**



**Advanced Business Communication:**

## Decoding **Advanced Business Communication**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Advanced Business Communication**," a mesmerizing literary creation penned with a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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