

15. Recent Trends in Business Communication

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Abstract

This research is completed to know how the communication has become faster in business. Effective communication is important for successful organisation. As earlier it is very difficult in India to communicate in business, but now-a-days technology has made it easier to communicate in business.

It is a fact that continually advancement in technology has brought many dramatic changes in business communication in India. The day may not be far off when business communication will be done in a paperless manner favouring green technology.

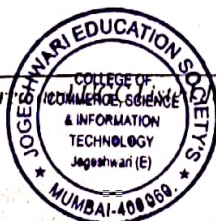
Communication is one of the most important part of human life as well as mean of business expansion. In the business sector various communication methods are used to promote a product or services, or organization; it is also used to deliver information and receive information from others. It is also a means of relaying between a supply chain, for example the consumer and manufacturer. Business communication is known simply as "communications". It encompasses a variety of topics, including marketing, branding, customer relations, consumer behaviour, advertising, public relations, corporate communication, community engagement, research & measurement, reputation management, interpersonal communication, employee engagement, online communication, and event management etc. Communication is neither transmission of message nor message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business.

Introduction

Meaning of Business Communication

The transmission of a message from a sender to a receiver in an understandable manner. A process through which individual mutually exchange their ideas, values, thoughts, feelings and actions with one more people.

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