

Communication Works

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The world of today presents challenges for communicators, be it managers or other professionals. *Communication Works* is a beautiful piece of work in communication as it presents communication principles, interpersonal communication and public speaking in an engaging and highly interactive manner. The new revised ninth edition by consultants, teachers and authors Teri Kwai Gamble and Michael Gamble prepares the modern communicator to watch out for ethical, cultural and technological issues in the contemporary milieu.

The book has three parts. Part one deals with Essentials of Communication which throws light on basics of communication, communicating in a multicultural society, how knowing oneself is important for being a good communicator, the relationship between communication and perception, the finer things associated with language in communication, importance of non-verbal communication and listening. Part two emphasizes on interpersonal communication and deals with relationships and interviewing. Part three talks about communicating in small groups and elaborates on types of communication in groups and communication by leaders. Part four is about communicating to the public and discusses developing, designing and delivering speech in public and different types of speaking such as informative and persuasive speaking.

The book presents a world view, although primarily, the backdrop is that of U.S. The book will prove beneficial for all those who wish to get an updated knowledge on communication concepts and practices throughout the world. The book is very modern in approach, and the authors have been able to bring in their liberating thoughts into it, and rightly made it a delight for a global citizen. Communication practices and varied cultural aspects, from across the world, have been incorporated in the book.

The book reflects a very elaborate treatment as far as the compilation and explanation of concepts is concerned. It also highlights how enhancing communication skills may lead to personality development. It will be apt to call it a communication guide, and not just another text book on communication, as it has dealt with topics like relationship, language and perception in great detail, which shape the personality of a successful communicator.

The narration style is very engrossing and includes questions, margins, boxes and photo captions. There are several features in the book which will give rise to opportunities for discussion on prevalent communication practices leading to skill development for communicators. The end of the chapter features like 'Listen to me', 'View me', 'Read me' and 'Tell me', if put to use, will add new dimensions to the learning for any reader of the book. The features have taken care to engage the different communication modes, i.e. listening, seeing, reading and

speaking and will accentuate the total learning experience for a reader who will choose to follow the advice of the authors. The students will get a help from the Key Chapter Terminology, which will aid in recapitulation. The students may also log on to the online learning center address to test their understanding of the subject. An interesting feature is the list of idioms at the end of each chapter. For further in depth reading, each chapter has a list of the references of related articles.

I thoroughly enjoyed reading the book and learning about the different facets of modern communication. The finer points of how to be a better communicator have been an eye-opener in many ways. I have gained immensely from the rich experience of the authors. I suggest that all interested in communication may read the book.

Happy communicating! Go, win the world!