
Book Review

Title	–	Personality Development & Communication Skills
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Communication is an important part in the life of a person. Being inevitable in nature, it becomes even more important when we have to communicate in business and corporate scenario. One of the crucial business roles as a manager or an employer is being an effective business communicator either in written, verbal or non verbal communication keeping in mind the courtesy and clarity of language to be used to maintain the effective transfer of information.

This book is a modest attempt for students and employers to understand the basic skills & concepts. The book has been written in a simple language with good representation of letters, notices, departmental communication, etc. The book spreads over 28 Chapters, each having a number of sections & sub sections for clarity and easy understanding by the reader.

The initial unit of the book has been divided into seven chapters. These chapters carry a discussion on the different concepts of English comprehension & other fundamentals of practical grammar. It gives basic overview of English Language so that the people can learn starting from mere basics of English Language.

Unit 2 comprises of 5 Chapters which concentrate on the discussion of the nature of communication, forms of communication along with the media and barriers of communications. Detailed concepts of Proxemics, Chronemics and Paralanguage have also been added. The 7Cs of communication has been well explained in the last chapter of this unit.

Unit 3 of the book discusses various formats of letter writing and different styles to be adopted for the various kinds of letters such as Enquiries, Sales, Complaint, Collection; Employment & Persuasive letters is well explained.

Other departmental communication such as circulars, office orders, memorandum, minutes and agenda have been vividly explained by means of examples and by the use of tables & boxes which have been made for the convenience of students.

Unit 4 of the book explains business etiquettes with respect to the meetings & social environment that are helpful and beneficial both for the students undergoing professional education and also the employers and employees of an organization.

The book is a great effort as far as the compilation and explanation of concepts are concerned. Other than communication skills it explains and focuses on the different concepts of enhancing one's personality.

There has been an additional chapter at the end of every unit which highlights the successful people with a high degree of effective communication along with business and social etiquette. All chapters end with review questions for practice.

This book is an appreciable attempt that has been made to help students, teachers & employers to meet their objective of studying business communication.

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