



BUSINESS COMMUNICATION

ITS IMPORTANCE AND IMPLICATION

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BUSINESS COMMUNICATION

- ▶ CAN ALSO BE SAID TO BE THE WAY EMPLOYEE, MANAGEMENT AND ADMINISTRATION COMMUNICATE IN ORDER TO REACH THE ORGANIZATION GOAL

MEDIA CHANNELS FOR BUSINESS COMMUNICATION

- ▶ **INTERNET**
- ▶ **PRINT MEDIA**
- ▶ **RADIO**
- ▶ **TELEVISION**
- ▶ **AMBIENT MEDIA**
- ▶ **WORD OF MOUTH**

POPULAR SOCIAL MEDIA AT WORK PLACE FOR BUSINESS COMMUNICATION



APPEARANCE OF EXEMPLARY BUSINESS PRESENTATION

AN EXEMPLARY BUSINESS PRESENTATION LOOKS:

- ★ To the point - Good presentation is easy to read and understand right away.
- ★ Data supported by evidence- All the information in a good presentation must be supported with evidences.
- ★ Real examples - An effective presentation always uses realistic examples.

EFFECTIVE CHARACTERISTICS

EXEMPLARY BUSINESS PRESENTATION MOST EFFECTIVE FEATURES:

- ★ **Makes an analysis** - The best feature of an exemplary presentation which is effective is that it aids in making an analysis.
- ★ **Straightforward** - The information depicted in a straight manner helps the audience understand it fast and process it as well.
- ★ **Documentation** - All data used in a presentation is recorded for future references.

Thanks For Watching

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