

BOOK REVIEW

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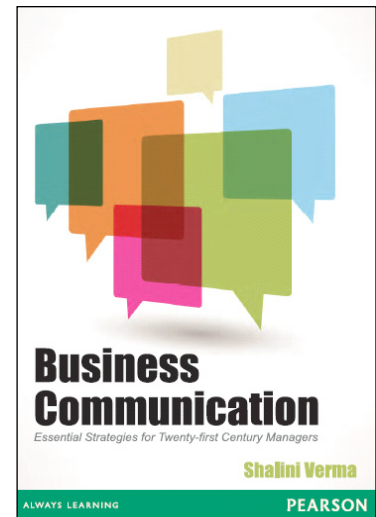
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Business Communication: Essential Strategies for 21st Century Managers

Shalini Verma

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Verma, S (2013) *Business Communication: Essential Strategies for 21st Century Managers*, Pearson Education.



Review

We all are witness to the fact that the globalized and liberalized 21st century has made a pragmatic and a very obvious shift from production economy to a knowledge economy. No longer do the manufacturing units or machines, to be more precise, give a competitive edge to any organization or economy of any country but its human capital with their ever evolving 'grey matter' makes all the difference in this uncertain, risky, complex and competitive business environment.

The growing pressures from all the sides, to match global standards, further push the organizations towards modernizing their hitherto communication mode, medium and strategy. Under such challenging demand of the hour comes the book *Business Communication: Essential Strategies for 21st Century Managers*, written by renowned author, Dr. Shalini Verma and published by Pearson. The book adopts an integrated approach which for the first time weaves together the application based knowledge and the necessary workforce competencies in the field of communication to enable firms to compete successfully in the hyper-competitive global marketplace. The book attempts to keep the managers abreast with the technologically advanced communication means, modes and tools in order to connect better with the world around them – people; processes; surroundings – professional, social, and cultural thereby enhancing their career growth and success rate in the competitive job market.

Business Communication: Essential Strategies for 21st Century Managers delves into the real issues faced by the real organizations/people at the work place, their on-job communication challenges, their communication strategies to overcome those challenges and their use of multiple communication channels to

keep pace with time. The book has been systematically organized to suit the needs of its users and is divided into five distinct parts namely – Basics of Business Communication; Organizational Communication; Means of Business Communication; Communication for Knowledge Management; and, Employment Communication for Career Advancement. Each of these parts attempts to give conceptual as well as functional clarity on various areas of business communication.

Each chapter in the book is complemented by multiple live case studies along with crystal clear exhibits, tables, figures and illustrations. The case studies alone cumulate to about 40 cases spread across the book. Each chapter is also supplemented by the latest advancement in the communication technology and how real time business houses are leveraging them to stay ahead of their competitors thereby linking the readers not just to the subject but also the latest developments taking place every next day.

The pedagogical tools adopted in the book such as 'simulation based exercise' at the end of each chapter, the 'ethics based questions' along with the exercises and the 'experiential learning' features further adds value to the quality of content and presentation adopted in the book. Learning objectives at the beginning of each chapter, margin callouts, chapter-wise summary, endnotes and appendix along with the review and discussion questions, needless to mention further adds on the utility factor and 'value for money' of this book.

To this end, the book, with the help of extensively researched content and application based pedagogical tools, presents a thorough analysis on how communication skills can become a strategic asset to build a successful managerial career on one hand and how organizations could leverage on their potentials by enhancing their communication skills to the fullest on the other.