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BUSINESS COMMUNICATION CHAPTER 1 BUSINESS COMMUNICATION ESSENTIALS OF COMMUNICATION 1. What is the meaning of the term communication? The term communication is derived from a Latin word 'communis' which means common. This means establishing a common ground. Now whatever is common is shared by all.

### Business and Professional Communication

Chapter 1: Effective Business Communication leads to community, that is, to understanding, intimacy and mutual valuing. --Rollo May. I know that you believe that you understood what you think I said, but I am not sure you realize that what you heard is not what I meant. --Robert J. McCloskey, former State Department spokesman

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