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The book emphasizes that understanding the perceptions and mindsets of the communicators and the context are crucial for business communication. This book, which is the outcome of the rich and the vast experience of Dr. Asha Kaul and her interaction with the brilliant young minds at IIM Ahmedabad and other B-schools, should be of immense value to the budding as well as practicing managers.

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Kaul, A (2003) "Taking Up: Study of Upward Influence Strategies" in 68 th Annual Convention of the Association for Business Communication, New Mexico. Kaul, A (2002)"Discourse Patterns that (Un)Make Corporate Relationships" in Third Conference on Human Resource Development, University of Napiers, Edinburgh.

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ASHA KAUL, PhD, is Associate Professor, Communication Area, Indian Institute of Management Ahmedabad. She is also a Visiting Faculty at Chuo University and Doshisha University, Japan.

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