Public Speaking For Engineers Communicating Effectively With Clients The Public And Local Government Asce Press

The electric power delivery system that carries electricity from large central generators to customers could be severely damaged by a small number of well-informed attackers. The system is inherently vulnerable because transmission lines may span hundreds of miles, and many key facilities are unguarded. This vulnerability is exacerbated by the fact that the power grid, most of which was originally designed to meet the needs of individual vertically integrated utilities, is being used to move power between regions to support the needs of competitive markets for power generation. Primarily because of ambiguities introduced as a result of recent restricting the of the industry and cost pressures from consumers and regulators, investment to strengthen and upgrade the grid has lagged, with the result that many parts of the bulk high-voltage system are heavily stressed. Electric systems are not designed to withstand or quickly recover from damage inflicted simultaneously on multiple components. Such an attack could be carried out by knowledgeable attackers with little risk of detection or interdiction. Further well-planned and coordinated attacks by terrorists could leave the electric power system in a large region of the country at least partially disabled for a very long time. Although there are many examples of terrorist and military attacks on power systems elsewhere in the world, at the time of this study international terrorists have shown limited interest in attacking the U.S. power grid. However, that should not be a basis for complacency. Because all parts of the economy, as well as human health and welfare, depend on electricity, the results could be devastating. Terrorism and the Electric Power Delivery System focuses on measures that could make the power delivery system less vulnerable to attacks, restore power faster after an attack, and make critical services less vulnerable while the delivery of conventional electric power has been disrupted.

Griffin's INVITATION TO PUBLIC SPEAKING: NATIONAL GEOGRAPHIC EDITION, 6th Edition, brings a unique invitational approach to the public speaking course. As an antidote to the argument culture promoted by the media, INVITATION TO PUBLIC SPEAKING represents public speaking as a public dialogue, whether its purpose is to persuade, inform, or entertain. Audience-centered and practical, this approach emphasizes real-world contexts for public speaking with special features on Public Speaking in the Workplace, Ethical Moments, Civic Engagement, and relatable case studies from NATIONAL GEOGRAPHIC researchers, scientists, artists, educators, and activists who use public speaking to save endangered species, document human tragedies, or promote scientific and cultural discoveries. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Mission Possible! provides a unique opportunity for anyone and everyone to learn from proven sojourners, to discover hard-earned insights from men and women who have traveled a worthy path and lived to share their experiences. They are not just students of life, of business, and of success-they are doers, and you can learn from them in this exciting collection of interviews.

Hoffman believes better communication is the key to better business relationships. This book is about active sending, active receiving and understanding communications in a new light.

PRINCIPLES OF ENGINEERING will help your students better understand the engineering concepts, mathematics, and scientific principles that form the foundation of the Project Lead the Way (PLTW) Principles Of Engineering course. Important concepts and processes are explained throughout using full-color photographs and illustrations. Appropriate for high school students, the mathematics covered includes algebra and trigonometry. The strong pedagogical features to aid comprehension include: Case Studies, boxed articles such as Fun Facts and Points of Interest, Your Turn activities, suggestions for Off-Road Exploration, connections to STEM concepts, Career Profiles, Design Briefs, and example pages from Engineers' Notebooks. Each chapter concludes with questions designed to test your students' knowledge of information presented in the chapter, along with a hands-on challenge or exercise that compliments the content and lends itself to exploration in the classroom. Key vocabulary terms that align with those contained in the PLTW POE course are highlighted throughout the book and emphasized in margin definitions. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Offers tools job-seekers can use to their advantage in the current job market.

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

A practical, readable guide to delivering superior presentations Speakers bear the responsibility for communicating effectively with their audience: presenting a clear message, supporting it with well-structured explanations and examples, and delivering it with ease, grace, and good visuals. Unfortunately, this rarely happens, as anyone who has endured a substandard presentation knows only too well. The key for developing sound presentation skills need not, however, remain hidden. The Short Road to Great Presentations demystifies the art of public speaking as it shows you how to master the critical principles to make this skill an invaluable asset of your life and career. Drawing on twenty years of experience in helping engineers, scientists, and business people develop powerful communication skills, PERC Communications founders Peter and Cheryl Reimold present an easy-to-follow program for crafting winning presentations. They focus on two principles: 1) find a message that is clearly meaningful and accessible to your audience, and 2) connect strongly with your audience throughout your presentation. In applying these principles to a series of step-by-step preparations and on-stage actions, the authors help speakers focus on their most vital content, strengthen their structure

and delivery, andâ??perhaps, most importantâ??eliminate stress and aggravation. Chapter topics in this reader-friendly guide include: Structuring your message for maximum effect Preparing effective visuals Understanding and using body language and eye contact Handling tough questions and surprises Making smart use of slide shows and presentation software Conducting Web presentations and Web meetings Timeless speaking tips are combined with up-to-date primers on the latest technology throughout. The Short Road to Great Presentations is a one-stop resource for learning and practicing superior professional communication. An Instructor Support FTP site is available from the Wiley editorial department: ftp://ftp.ieee.org/uploads/press/reimold

Publishers DirectoryGale CengageHelp WantedAn Inexperienced Job Seeker's Complete Guide to Career SuccessWaveland PressInc

Focusing on basic skills and tips for career enhancement, Engineer Your Own Success is a guide to improving efficiency and performance in any engineering field. It imparts valuable organization tips, communication advice, networking tactics, and practical assistance for preparing for the PE exam—every necessary skill for success. Authored by a highly renowned career coach, this book is a battle plan for climbing the rungs of any engineering ladder.

Pulling from his 30+ years of experience running his own engineering and surveying services firm, Ed Bergeron gathers, in concise, practical, and often amusing writing, all the information an engineer or surveyor needs to know to grow their career, expand their business, manage staff and projects, understand the financial and legal aspects of their work, and conduct themselves in a professional and ethical manner when dealing with clients and colleagues. Both the fields of surveying and engineering are making strides towards advancing their stature by increasingly requiring licensure, expanding continuing education offerings, and adding elements of professional practice into all levels of education. This book presents the skills that differentiate the technician from the professional, and will serve as a tool for the advancement of the profession.

Previous eds. titled: Make a difference.

Training in irrigation management; Irrigation management in Malaysia; Training needs and organizational constraints assessment; Development management training programs; The role of top management in institutional development; Strategic planning and human resources development at the field level; The role of research.

This reference book is designed as a road map for researchers who need to find specific information about American mass communication as expeditiously as possible. Taking a topical approach, it integrates publications and organizations into subject-focused chapters for easy user reference. The editors define mass communication to include print journalism and electronic media and the processes by which they communicate messages to their audiences. Included are newspaper, magazine, radio, television, cable, and newer electronic media industries. Within that definition, this volume offers an indexed inventory of more than 1,400 resources on most aspects of American mass communication history, technology, economics, content, audience research, policy, and regulation. The material featured represents the carefully considered judgment of three experts -- two of them librarians -- plus four contributors from different industry venues. The primary focus is on the domestic American print and electronic media industries. Although there is no claim to a complete census of all materials on print journalism and electronic media -- what is available is now too vast for any single guide -- the most important and useful items are here. The emphasis is on material published since 1980, though useful older resources are included as well. Each chapter is designed to stand alone, providing the most important and useful resources of a primary nature -- organizations and documents as well as secondary books and reports. In addition, online resources and internet citations are included where possible.

The research and debates surrounding curriculum, pedagogy and assessment are ever-growing and are of constant importance around the globe. With two volumes - containing chapters from highly respected researchers, whose work has been critical to understanding and building expertise in the field – The SAGE Handbook of Curriculum, Pedagogy and Assessment focuses on examining how curriculum is treated and developed, and its impact on pedagogy and assessment worldwide. The Handbook is organised into five thematic sections, considering: · The epistemology and methodology of curriculum · Curriculum and pedagogy · Curriculum subjects · Areas of the curriculum · Assessment and the curriculum · The curriculum and educational policy The SAGE Handbook of Curriculum, Pedagogy and Assessment's breadth and rigour will make it essential reading for researchers and postgraduate students around the world.

Tells how to adapt style and content to the audience

A Communication Guidebook for Business and Technical Managers who Speak English as a Second Language (ESL) and Aspire to Communicate Successfully with Their U.S. Peers and Customers

In the past, the Middle East and the so-called Muslim world used to be beacons of learning and critical thought. Although historical variables—such as conquest, internal conflict, and colonization—demoted their position on the global stage, changes are now in the offing. In these interesting times, a growing number of educators, thinkers and visionaries are trying both to find and to generate new approaches to the past, present, and future of the region. This book is a collection of articles which reflect on various aspects related to education and society in the Middle East and North Africa (also known as the MENA region), their peoples and educational processes. It provides a platform for people to join the global conversation and to contribute to it with data which are relevant to regional concerns, research and practices. This is necessary because many of the theories and research findings which are still being used to understand the region were generated elsewhere and, despite their lack of regional representativeness, were generalized as the most trustworthy interpretive tools across the world. Hence, there is a need for the world to open up to the voices from the MENA region.

Environmental professionals can no longer simply publish research in technical journals. Informing the public is now a critical part of the job. Environmental Communication demonstrates, step by step, how it's done, and is an essential guide for communicating complex information to groups not familiar with scientific material. It addresses the entire communications process, from message planning, audience analysis and media relations to public speaking - skills a good communicator must master for effective public dialogue. Environmental Communication provides all the knowledge and tools you need to reach your target audience in a persuasive and highly professional manner. "This book will certainly help produce the skills for environmental communications sorely needed for industry, government and non-profit groups as well as an informed public". Sol P. Baltimore, Director, Environmental Communications and Adjunct faculty, Hazardous Waste management program, Department of Chemical Engineering, College of Engineering, Wayne State University, Detroit, Michigan. "All environmental education professionals agree that the practice of good communications is essential for the success of any program. This book provides practical skills for this concern". Ju Chou, Associate Professor, Graduate Institute of Environmental Education National Taiwan Normal University Taipei, Taiwan

Publishes in-depth articles on labor subjects, current labor statistics, information about current labor contracts, and book reviews.

'Communication Skills for Professionals' is a time-tested book which aims to equip students, academicians and professionals with all the necessary skills to communicate effectively, so that they can thrive in

this competitive world. WHAT DOES THE BOOK CONTAIN This compact and student friendly text is divided in several sections, and covers several topics like Detailed section on Vocabulary. • Items of: grammar; verbs; phrasal verbs; voices; tenses; transformation and synthesis of sentences. • 'Rectification of Grammatical Errors' in order to identify and correct errors. • Analysis of the 4 skills of Listening, Speaking, Reading and Writing. • Skills of Technical Writing and Public Speaking. • Body Language and Group Discussion. All these and more aims to make the learner a winner, not only in his personal life, but also in his Professional life. The book is easy to read and understand. Each point is illustrated with examples from practical life. Even the grammar exercises and all other activity-based questions have been skillfully designed and worked out in Classrooms. WHAT IS NEW TO THIS EDITION • In the modern business world where speed and ease of communication is very important E-mails have become widely prevalent. An E-mail can even make or break a career. • Detailed discussions have been shared in this Edition on how to write the perfect E-mail. • A completely new chapter has been added on social media tools like LinkedIn, Facebook and Twitter. Job seekers would learn how to upload their portfolios and highlight their skills and achievements and connect with prospective employers and collaborators. Book Reviews "I have been a regular user of the book by Prof. Nira Konar and found it a very reliable resource. The chapters on 'Group Discussion and Body Language' are particularly helpful. Besides, the chapter on 'Communication Theory' has been relevantly and effectively explained keeping in mind the needs of the students. Overall, the book is very accessible by all levels of students. It is a part of recommended reading for my students." - Nandini Mukherjee Course Coordinator, Department of Communicative English, St. Xavier's College, Kolkata "An extremely concise, lucidly written and reader-friendly book, that serves as a handy reference manual for all in-service English language teachers of degree engineering colleges. The B.Tech Communicative English syllabus has been closely followed, with detailed sections on grammar, writing and comprehension. The chapters on vocabulary take an insightful look at etymology, word origins, synonymy and antonymy. Detailed word lists and practice exercises make the section extremely helpful for practicing teachers. The sections on grammar are fairly detailed, offering a thorough analysis of Verbs, Tenses, Voice, Narration, Transformation of Sentences and Error Correction. There are plenty of practice exercises for the teacher to choose from. Reading skills are well discussed and technical writing is given all the importance and predominance it usually occupies in any course on technical communication. The section on report writing is extremely useful as a guide for teachers for teaching students the formatting and writing essentials in documenting reports. There is a section on professional speaking too, which enriches the content of the book. On the whole, the book is of continuing usefulness and relevance in any technical English course and will be used by teachers and students alike for many years to come." - Dr Indrajit Bose Assistant Professor of English, GNIT, Kolkata "Dr. Konar's book acts as a comprehensive guide to the students of professional, technical as well as basic courses to hone their language skills. The language of the book is persuasive, fluid and student-friendly which makes it useful even to the first generation learners of English. The scope of this book extends from word-building to report writing and covers almost all the thrust areas of language training in a nutshell. Hence, it deserves a shelf-space in the library of any institution." - Ayushman Banerjee, Assistant Professor in English, Haldia Government College, Kolkata "This is one of the best books on 'Communication' available in the market. Dr. Nira Konar is a brand by herself whenever English Language Teaching (ELT) comes into discussion. This compact edition discusses in detail the various aspects of language ranging from Vocabulary, Grammar, Syntax to effective communication in business. The book gives a clear reading of LSRW skills such as writing, reading, listening, and public speaking. It further confers different means of effective communication, situational dialogues, body language, and group discussions. The book follows the present MAKAUT curriculum of English for B.Tech 1st year 2nd Semester (HM-HU 201 & HM-HU 291) thoroughly. It not only gives an overview of the Theory syllabus but also provides details of Language Laboratory activities as well. "Communication Skills for Professionals" enables the readers to express themselves clearly and communicate effectively at the workplace. This book not only deals with the rudiments of communication but also gives insights into the body language and provides important tips on how to be successful at interviews and group discussions. Primarily intended for students of engineering and technology, the book will also be useful for Management students and the students of all disciplines who want to acquire the skill in corporate communication and excel in their respective professional areas." - Sohini Datta Assistant Professor, Department of Management, IEM, Sector V, Salt Lake, Kolkata "Easy and in-depth writing on the subject is the aim of this book. The author has put in here the fruits of teaching the students from the wide-ranging and first-hand knowledge of business speaking and writing, and listening in a friendly way. It is enriched with extensive references. On every page of the book the students will see how a simpler style of English is balanced with their need." - Dalia Sen Assistant Professor, Bengal Institute of Technology (Under Techno India Group), Kolkata

Engineers must possess a range of business communication skills that enable them to effectively communicate the purpose and relevance of their idea, process, or technical design. This unique business communication text is packed with practical advice that will improve your ability to— Market ideas Write proposals Generate enthusiasm for research Deliver presentations Explain a design Organize a project team Coordinate meetings Create technical reports and specifications Focusing on the three critical communication needs of engineering professionals—speaking, writing, and listening—the book delineates critical communication strategies required in many group settings and work situations. It demonstrates how to integrate a marketing strategy into every facet of engineering communication, from presentations, visual aids, proposals, and technical reports to e-mail and phone calls. Using situational examples, the book also illustrates how to use computers, graphics, and other engineering tools to effectively communicate with other engineers and managers.

Today's undergraduate students--future leaders, policymakers, teachers, and citizens, as well as scientists and engineers--will need to make important decisions based on their understanding of scientific and technological concepts. However, many undergraduates in the United States do not study science, mathematics, engineering, or technology (SME&T) for more than one year, if at all. Additionally, many of the SME&T courses that students take are focused on one discipline and often do not give students an understanding about how disciplines are interconnected or relevant to students' lives and society. To address these issues, the National Research Council convened a series of symposia and forums of representatives from SME&T educational and industrial communities. Those discussions contributed to this book, which provides six vision statements and recommendations for how to improve SME&T education for all undergraduates. The book addresses pre-college preparation for students in SME&T and the joint roles and responsibilities of faculty and administrators in arts and sciences and in schools of education to better educate teachers of K-12 mathematics, science, and technology. It suggests how colleges can improve and evaluate lower-division undergraduate courses for all students, strengthen institutional infrastructures to encourage quality teaching, and better prepare graduate students who will become future SME&T faculty.

Why are you speaking, what is your purpose, your topic? Who comprises your audience and how will they be affected by your message? How will they react? What are supporting materials, where does one find them, and how does one incorporate them into presentations? These questions and more are addressed in this accessible introduction to public speaking. The reader will learn all the tools of giving an effective public presentation, including how to put a speech together, how to choose supporting materials, and strategies for how one should look, sound, and act while delivering a speech. The book addresses different types of speeches and provides suggestions for how to cope with the fear of public speaking - and how to turn that fear to one's advantage. Practical and useful, Public Speaking: A Concise Overview for the Twenty-first Century is a roadmap that helps its readers navigate the challenges of effectively conveying thoughts, ideas, and messages from one person to another.

Round out your technical engineering abilities with the business know-how you need to succeed Technical competency, the "hard side" of engineering and other technical professions, is necessary but not

sufficient for success in business. Young engineers must also develop nontechnical or "soft-side" competencies like communication, marketing, ethics, business accounting, and law and management in order to fully realize their potential in the workplace. This updated edition of Engineering Your Future is the go-to resource on the nontechnical aspects of professional practice for engineering students and young technical professionals alike. The content is explicitly linked to current efforts in the reform of engineering education including ABET's Engineering Criteria 2000, ASCE's Body of Knowledge, and those being undertaken by AAEE, AIChE and ASME. The book treats essential nontechnical topics you'll encounter in your career, like self-management, interpersonal relationships, teamwork, project and total quality management, design, construction, manufacturing, engineering economics, organizational structures, business accounting, and much more. Features new to this revised edition include: A stronger emphasis on management and leadership A focus on personal growth and developing relationships Expanded treatment of project management Coverage of how to develop a quality culture and ways to encourage creative and innovative thinking A discussion of how the results of design, the root of engineering, come to fruition in constructing and manufacturing, the fruit of engineering New information on accounting principles that can be used in your career-long financial planning An in-depth treatment of how engineering students and young practitioners can and should anticipate, participate in, and ultimately effect change If you're a student or young practitioner starting your engineering career, Engineering Your Future is essential reading.

Packed with sample speeches illustrating what to do as well as plenty of examples detailing what not to do, this value-priced public speaking text equips students with the essential skills and theories needed to become an effective public speaker. ESSENTIALS OF PUBLIC SPEAKING emphasizes critical thinking as it delivers abundant practical advice, intriguing discussions on the role of ethics in public speaking, and up-to-date coverage on effectively using technology in speech development and delivery. The sixth edition features a new streamlined organization, a revised initial chapter that gets students speaking right away with 11 types of introductory speeches, and two new chapters (one on ethics and technology in public speaking and another on team presentations). Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Professional Project Management (PM), with its well-defined concepts and tools, is now well established and can be used in the world at large. But wherever PM is utilized old problems invariably recur and new problems arise. It is this consideration which forms the main theme of this volume. The book tackles questions such as: - are the currently available computerized planning tools user-friendly enough for average people to use them effectively ? - where does one find and develop the ideal project manager ? - how can behaviour of people involved in projects be successfully predicted ? In addition, attention is paid to new, emerging issues such as PM in the Developing Countries; the application of PM to the many non-technological processes of change in governmental and private organizations; cooperation, training and follow-up in smaller projects. Also discussed is the practical experience gained from successes and failures in actual projects. The challenge for the nineties is to meet the growing need for well-trained project managers. This volume is the international resource which aims to meet this challenge by providing a broad overview of the many facets of PM.

Contemporary Public Speaking includes all the traditional fundamentals as well as the hottest issues in public speaking today. Featuring a conversational style and an extensive photo and illustration program, this comprehensive coverage provides students with the tools they need to analyze and apply public speaking principles. Examples, exercises, and boxed features offer insights into major themes such as speaking across cultures, developing creativity, improving critical thinking, overcoming speech anxiety, focusing on ethics, and learning from real-world speaking situations. Students will also explore how to speak on the job and in small groups, develop persuasive strategies, and use audio/visual aids--from flip charts to multimedia presentations--and will learn basic ways to become more effective speakers and listeners. A Collegiate Press book CONSULTING EDITORS: JoAnn Edwards, University of Mississippi Jon A. Hess, University of Missouri, Columbia Cynthia Irizarry, Stetson University Shannon McCraw, Southeastern Oklahoma State University Timothy P. Meyer, University of Wisconsin, Green Bay Louis J. Rosso, Winthrop University

Global thought-leaders define the future of research communication. Governments and societies globally agree that a vibrant and productive research community underpins a successful knowledge economy but the context, mechanisms and channels of research communication are in flux. As the pace of change quickens there needs to be analysis of new trends and drivers, their implications and a future framework. The editors draw together the informed commentary of internationally-renowned experts from all sectors and backgrounds to define the future of research communication. A comprehensive introduction by Michael Jubb is followed by two sections examining changing research behaviour and the roles and responsibilities of other key actors including researchers, funders, universities, research institutes, publishers, libraries and users. Key topics include: - Changing ways of sharing research in chemistry - Supporting qualitative research in the humanities and social sciences - Creative communication in a 'publish or perish' culture - Cybertaxonomy - Coping with the data deluge - Social media and scholarly communications - The changing role of the publisher in the scholarly communications process - Researchers and scholarly communications - The changing role of the journal editor - The view of the research funder - Changing institutional research strategies - The role of the research library - The library users' view. This is essential reading for all concerned with the rapidly evolving scholarly communications landscape, including researchers, librarians, publishers, funders, academics and HE institutions. Readership: Researchers, librarians, publishers, funders, academics and HE institutions.

Communication Centers and Oral Communication Programs in Higher Education, edited by Eunkyong L. Yook and Wendy Atkins-Sayre reveals vital information that is of theoretical and practical importance to higher education administrators, educators, and communication centers directors and staff. It is the first book to be published on communication centers.

This collection explores why engineering communication constitutes sociotechnical communication. Sociotechnical communication acknowledges that engineering communication occurs not in a vacuum but shapes and is shaped by multiple social forces. Through diverse research cases, the authors show how sociotechnical communication disrupts common myths in engineering communication: the myth that communication can be purely technical and neutral, and that data speak for themselves. The book highlights these myths, considering first how styles, types, and means of sociotechnical communication played pivotal—and differing—roles in the evolution of wind power technology in Denmark and Germany. The role of myth in engineering blogs in also examined, wherein the effect of engineers maintaining "objective" or "neutral" personae, accentuating technical facts over their social relevance, and eschewing controversy, is to decrease public interest in engineering issues. We see the myths emerge again via product development engineers, whose narrow technical roles constrain their identities and may contribute to constraining their design innovation capacities, in contrast to more holistic, flexible spaces that foster innovation. The myths are also apparent in constructing bridges across Millennial-Baby Boomer generational divides, to facilitate engineering collaboration and knowledge transfer among engineers. Finally, the myths are situated in light of related myths and broader research trends in engineering communication. This book was originally published as a special issue of Engineering Studies.

This edited collection focuses on varying communication perspectives in the Fifty Shades of Grey series. In particular, the chapters focus on kinky people's perceptions of the series; consent,

ownership, feminist desire in 24/7 BDSM; erotic romance writing in the post Fifty Shades of Grey landscape; sexual education; news coverage of the series; the rhetoric used in the series; and depictions of consent. The contributors address how a series as dominant in popular culture as Fifty Shades of Grey can affect people involved in a community, those on the outside, and those waiting for an opportunity to explore. Scholars of popular culture, communication, media studies, literary studies, and sociology will find this book particularly useful.

In today's competitive and globalized world, communication has become an essential tool for everyone—be they students, academics or professionals. For technocrats and professionals, it becomes all the more necessary to acquire good communication skills as they have to communicate effectively with all their business and professional colleagues. This book on Communication Skills for Professionals, now in its Second Edition, strives to equip the students of engineering and technology with the requisite knowledge of effective communication. Divided into seven parts, this compact and student-friendly text discusses the various aspects of language such as vocabulary, grammar, verbs, phrasal verbs, voices, tenses, transformation and synthesis of sentences. Besides, the book gives a clear analysis of such skills as writing, reading, listening and public speaking. Finally, the book ends with means of effective communication, business communication, situational dialogues, public speaking skills, body language, and group discussions (GDs). The book which is suffused with plenty of examples and skillfully designed questions, is primarily intended as a textbook for the first-year engineering students of West Bengal University of Technology (WBUT) for their core course on English Language and Communication. It is activity based and classroom tested and would be highly useful also for B.Tech./BE students across the country. WHAT'S NEW TO THIS EDITION : A new chapter on Business Communication New sections on Business Talk and Meetings Gives the characteristics of a good speaker Has more indepth study of listening and reading skills.