

About Business Skills

Business Skills relate to communication used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. It is also a means of relying between a supply chain, for example the consumer and manufacturer.

Business Communication is known simply as "Communications." It encompasses a variety of topics, including Marketing, Branding, Customer relations, Consumer behaviour, Advertising,

Public relations, Corporate communication, Community engagement, Research & Measurement, Reputation management, Interpersonal communication, Employee engagement, Online communication, and Event management. It is closely related to the fields of professional communication and technical communication.

In business, the term communications encompasses various channels of communication, including the Internet, Print (Publications), Radio, Television, Ambient media, Outdoor, and Word of mouth.

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