



Common borders. Common solutions.



Joint Operational Programme Black Sea Basin 2014-2020 finances projects that aim to improve the welfare of the people in the Black Sea Basin. For further information, please visit www.blacksea-cbc.net

Promoting Tea as the Engine of Growth
for the Black Sea Basin Area



Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine

BUSINESS COMMUNICATION

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BUSINESS COMMUNICATION

- ✖ Business communication is a means of communication that addresses a set of specific issues (aspect).
- ✖ The issues are being discussed mainly from the technical, economic, informational, and organizational points of view.

BUSINESS COMMUNICATION

TYPES/ FORMS

- × ORAL,
- × WRITTEN.

- × Dialogue,
- × Monologue,
- × Interpersonal,
- × Public,
- × < < Contact > > ,
- × Distant,
- × Immediate,
- × Mediated.

BUSINESS COMMUNICATION GOLDEN RULES

- ✗ Following the established generally accepted moral and psychological rules,
- ✗ Social responsibility of business (altruism),
- ✗ Cooperation, not competition,
- ✗ Coordination.

BUSINESS COMMUNICATION AS A NECESSITY

- × Need,
- × Planning,
- × Creating a contact,
- × Monitoring (reaction of the opposite party),
- × Brainstorming
- × Unplanned
- × ...

BUSINESS COMMUNICATION

INTERNAL: FORMAL WAYS

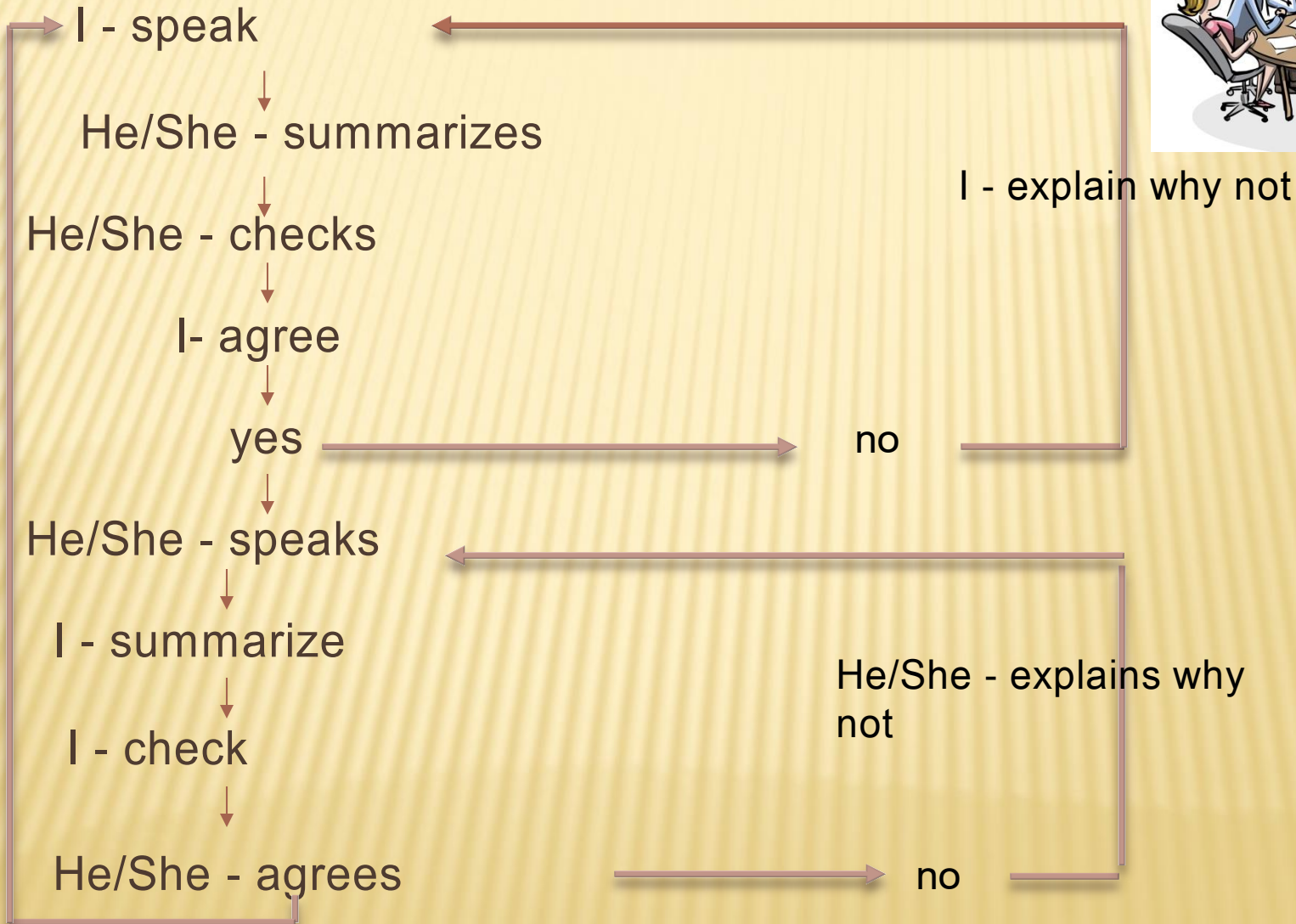
- ✖ Normative acts for regulating the work,
- ✖ Inscriptions,
- ✖ Instructions,
- ✖ Orders,
- ✖ Justifications for the work,

BUSINESS COMMUNICATION

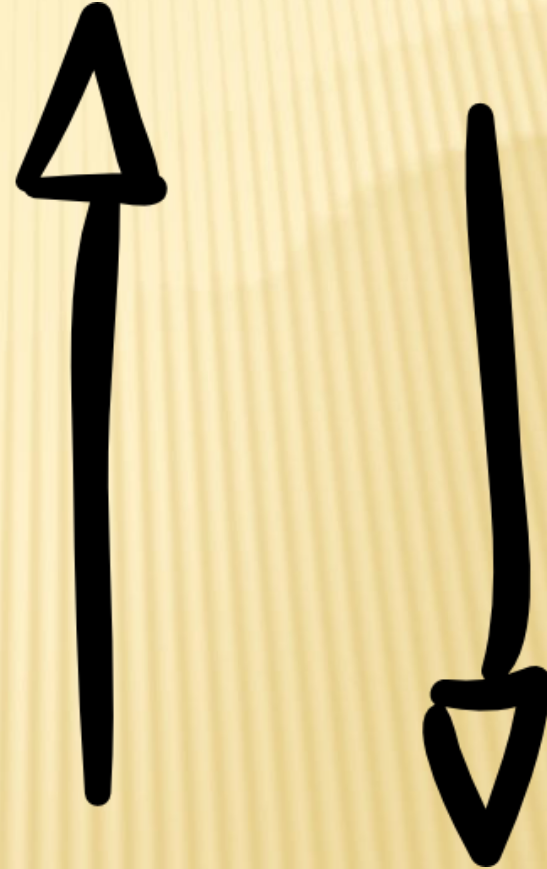
INTERNAL: NON-FORMAL WAYS

- × Meetings,
- × Discussions,
- × Brainstorming (with divisions)
- × Non-formal meetings,
- × ...

BUSINESS COMMUNICATION PATH



BUSINESS COMMUNICATION



BUSINESS COMMUNICATION

Thank you

