

UPKAR'S



Corporate

English  
&  
*Personality*  
Dynamics

(A Unique Book for Management, Engineering,  
Computer Professionals etc.)

**SUNIL RANJAN**

 **UPKAR'S**  
**Corporate**  
**English**  
**&**  
**Personality**  
**Dynamics**

[ A Unique Book for Management,  
Engineering, Computer Professionals etc. ]

*By*  
Sunil Ranjan

**UPKAR PRAKASHAN, AGRA-2**

## Introducing Online Shopping

Now you can purchase/buy  
from our vast range  
of books and magazines online.

Log on to [www.upkar.in](http://www.upkar.in)

---

© Publishers

---

### Publishers

#### UPKAR PRAKASHAN

(An ISO 9001 : 2000 Company)

2/11A, Swadeshi Bima Nagar, AGRA-282 002

**Phone :** 4053333, 2530966, 2531101

**Fax :** (0562) 4053330, 4031570

**E-mail :** care@upkar.in

**Website :** www.upkar.in

### Branch Offices

4845, Ansari Road, Daryaganj,  
New Delhi-110 002

**Phone :** 011-23251844/66

1-8-1/B, R.R. Complex (Near Sundaraiah Park,  
Adjacent to Manasa Enclave Gate), Bagh Lingampally,  
Hyderabad-500 044 (A.P.), **Phone :** 040-66753330

- *The publishers have taken all possible precautions in publishing this book, yet if any mistake has crept in, the publishers shall not be responsible for the same.*
- *This book or any part thereof may not be reproduced in any form by Photographic, Mechanical, or any other method, for any use, without written permission from the Publishers.*
- *Only the courts at Agra shall have the jurisdiction for any legal dispute.*

ISBN : 978-81-7482-189-8

**Price :** ₹ 85/-

**(Rs. Eighty Five Only)**

**Code No. 416**

---

**Printed at :** UPKAR PRAKASHAN (Printing Unit) Bye-pass, AGRA

---

---

## Acknowledgements

---

**Thank you Anu — my companion throughout, for occasionally sitting through my writing with your sweet smile and cups of milk and tea.**

**Thank you my sweet daughters Shy and Neha who laughed and continued to entertain me through my writing with their sweet, naughty and often miraculously thought-provoking questions.**

**Thank you all my friends from different professions, either in academics or in the corporate world. Your observation propelled new thoughts in me. Often your tips and pragmatic attitude towards managing things impressed me, and I felt greatly aided in writing a book of this kind.**

**Thank you Shri Mahendra Jain for being encouraging all through, and taking an active interest in getting across to readers a unique and friendly book like this.**

---

## Introduction

---

**The language of the corporate world is different from what we speak in our day-to-day life. Sometimes a few words communicate the message quite effectively.**



**Communication is also possible through body language. But when a good gesture is blended with relevant words, communication is impressive.**

**What matters in the corporate world is the flow and continuity in what you say. The sentences given in the book set your mood for the spontaneous flow of English language in different situations. An idea can be expressed in different ways. The need is to have the knowledge of various sentence structures. Read every sentence a number of times until you feel comfortable and confident enough while speaking it naturally. Also, see for yourself whether you can use the same expression for other situations. Read aloud the sentences given in the book. The vibration of sound has a deep impact on your mind and you begin to pick up the colour of the language in its natural spirit.**

**Have a dynamically positive mindset while reading the book and practising the different sentence structures. Keep thinking of the challenging opportunities coming your way. Brainstorm ideas. Act upon what you feel you need to do. Stay upbeat and ambitious, and put your energy wholeheartedly in what you plan to do. Feel energetic and happy about your career. That will take the tension off your head and you will move with added enthusiasm and vigour.**

**With best wishes.**

**—Sunil Ranjan**

---

# Contents

---

## Corporate English

1. Corporate Culture.....	3-5
2. Specific Occasions.....	6-9
3. Situational Expressions.....	10-12
4. Corporate Language.....	13-21
5. Language : Flow and Continuity.....	22-29
6. Multiple Expressions.....	30-37
7. Phrasal Verbs.....	38-43
8. Idiomatic Temper.....	44-50
9. Discourse Markers.....	51-62
10. Over the Telephone.....	63-66
11. Contextual English.....	67-96
— Office Work.....	67
— Business Operations.....	69
— Investment.....	71
— Sales.....	73
— Marketing.....	75
— Salary.....	77
— Committee.....	80
— Money.....	82
— Job.....	85
— Problems.....	87
— Mail, Phone, Cell phone, E-mail and Fax.....	91

## Personality Dynamics

1. Personality Dynamics.....	99-105
2. The Philosophy of Work.....	106-107
3. Accept Challenges.....	108-112
4. Time Management.....	113-117
5. Conversational Skills.....	118-120
6. Public Speaking.....	121-124
7. Dress Sense & Grooming.....	125-127
8. Corporate Etiquette.....	128-131
9. Dare to take Risk.....	132-132
10. Continental Dining Manners.....	133-135
11. Tips to Stay Ahead.....	136-136

---

---

---

# **Corporate English**

---

---



# 1

## Corporate Culture



Corporate culture refers to the personality of a company. It is a system of shared values and beliefs that interact with a company's people, organizational structures and control system to produce behavioural norms. Professionalism is its hallmark, and time, its compulsion. With an eye on quality control and achieving the target within a planned timeframe the mechanism is geared to produce results. Every company develops its own style of setting priorities and functioning. The working environment in the corporate world

is highly charged with speed, quality and accuracy. The system is work and result oriented. The cut-throat competition in corporate sector prompts companies to manage their manpower effectively to achieve the maximum in the minimum possible time.

Communication plays a vital role in the functioning of an organization. The better the communication, the brighter the future prospects. The language used in the corporate sector has its own distinct colour that sets it apart from the language

spoken in day-to-day life. Words sound a little different and carry a different appeal. Mood is set to a different surrounding. Certain technical words communicate the message much faster. Corporate language has its own terminology and often a few words are enough to communicate the message.

Lifestyle in corporate world has a few common factors such as punctuality, proper dress sense, discipline, work and result orientation, and business etiquette. In some companies certain codified manners have to be observed. The language of communication is usually a mix of the local language and English. A company operating in Chennai has the mix of English and Tamil whereas the one operating in Hyderabad has the blend of Telugu and English. English has begun to show its importance, as multinational companies have begun to set their foot on the Indian soil.

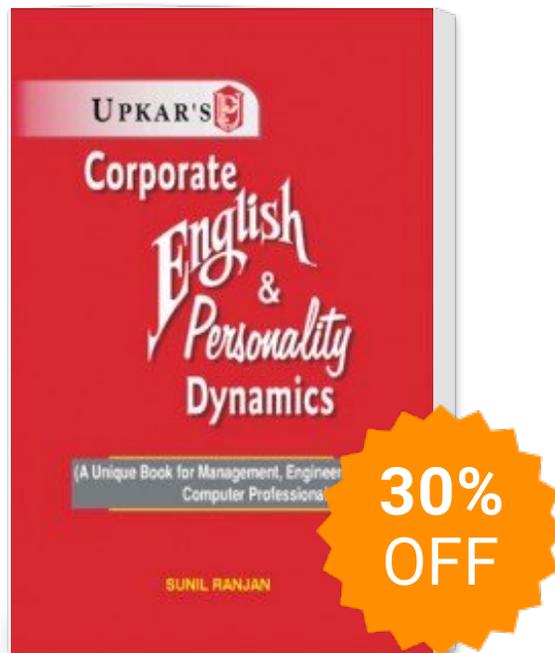
In business world, fluency of expression is necessary. Professional expertise needs to be combined with effective communication. People around begin to judge you from your way of speaking and the words you use. With your tone and accent you may impress your way up the career ladder. In corporate world you need to have a dynamic personality to get things done and achieve the set

objective. A sound knowledge of current national and international affairs makes you feel comfortable with your colleagues and clients. It makes you feel having an edge over them. Personal magnetism is necessary for success in corporate world.

At the top and middle level English has virtually been accepted as the language of business communication. In business you have to move with remarkable speed and accuracy. Along with work, your language should be smart and effective enough to communicate faster. When you are moving with your boss or your colleagues, your interaction needs to be energetic and full of enthusiasm. When you have to dine out or arrange a business meeting, it is your professional etiquette blended with a natural and easy flow of words that sets the ambience and mood. Straight and to-the-point expressions appeal and do the job. You come across vibrant and highly motivated workforce. The current of technologically driven life flows all around.

The company may send you overseas on important business assignments. Unless you are dynamic you will not be able to get on well with the task assigned to you. Your vocabulary should be good enough to express your views. You should be infused with a sense of achievement

# Corporate English & Personality Dynamics (Useful for Management Engineering Computer Professionals etc.)



Publisher : **Upkar Prakashan**

ISBN : 9788174821898

Author : **Sunil Ranjan**

Type the URL : <http://www.kopykitab.com/product/4213>



## Get this eBook