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OBJECTIVE To recognise flaws in the common sense conduit metaphor of language and introduce more sophisticated theories of communication'

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overview'**

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Marketing Management**

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Notes for BBA Definition Types of Services

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Analysis'

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COMMUNICATION PROCESS**

**Communication is the process of
conveying a message to others and
requires six elements a source a message
a channel of communication a receiver and**

the processes of encoding and decoding"**INTERNATIONAL INDUSTRIAL MARKETING Morten Rask**

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