



Business Communication.

You can smile while talking. You respond e-mails straight away. Your mobile is always near by. You can write as a poet. Power Point and Adobe Flash are your best friends. You have brand new visiting card. So you are sure you could run a business. But you are so wrong.

You have studied and you know basics. You know what communication is, specially this one in business. But knowledge is not enough. Practicing is not everything. Reading more and more books will not help you any more. Now try to be a human between business worlds.



You have learned how to build all forms of good and strong brand, how to create customer interest in products or services, how to organize, automate, and synchronize business processes, you have team who is studying when, why, how, and where people will buy or not buy your product, you have researchers who can search for knowledge or any systematic investigation to establish all the facts you need, you are not forgetting about reputation management, you know how to organize the best event, festival or conference ever, your employees have just positive emotional attachment to their job, colleagues and organization which profoundly influences their willingness to learn and to perform at work, your company have the best computers technology so you can telecommunicate with whole world, our website like [Facebook](#), [MySpace](#) or [Twitter](#) are visited every day by thousands of new people and what is most important media loves you. And so on and so on. But still that is not everything yet.

Just staying a human being will make you survive between meetings, conferences, travelling, important phone calls and being in touch with all media world. If after a whole day smiling to people you have never seen before you still have a smile for a lady who sells you hot dog, if after three nights with brain storming about new product you still have beautiful dreams with white horses in the title role, if after being always shaved, in a haircut right away from stylist you look good in the old running tackle it means you are not just a concept, not just a business branch. Just then it means you can communicate with the world, also with the business one. Because people are not just a position in the company, not just a profile on the [Facebook](#), not just an e-mail address or just a make of a suit. Treating company as an own child is understandable. But just if you remember about your alive one the company can work well. Just then the business has a soul. If you will not forget about your own one.

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