



Communication Perspectives in Modern Businesses

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ANAMIKA PUBLISHERS & DISTRIBUTORS (P) LTD.
4697/3, 21A, Ansari Road, Daryaganj, New Delhi 110 002
Phones: 011-2328 1655, 011-43708938
E-mail: anamikapublishers@yahoo.co.in

First Published 2021
© Authors
ISBN 978-81-7975-880-9

PRINTED IN INDIA

Published by Anamika Publishers & Distributors (P) Ltd., 4697/3, 21A, Ansari
Road, Daryaganj, New Delhi 110 002

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Teachings of Guru Nanak Dev: A Managerial and Communicative Perspective

Manpreet Arora & Sunaina Rathore

Introduction

Traditionally the term 'spirit' is "believed to be the vital principle or animating force within living beings". Spirit is associated with deep inner sense in an individual which drives him/ her. A leader is the one who shows the way by acting on a certain course of action and guides the actions of his followers. S/he has the capability of influencing the followers to think, act, behave and transform particularly in some way through effective and persuasive communication. The two concepts are often aligned in the field of management and those leaders who incorporate spirituality in their leadership and communication often cause others to seek out the deeper meanings of life, indulging in activities which are for the welfare of general public at large and demonstrate genuineness in every act of theirs.

The managerial and communicative aspects of Guru Nanak Dev's teachings are quite evident in modern world. The essence of spiritual leadership as propagated by various leaders can be seen as one of the emerging concepts in the field of management. Simply stating, the spiritual leadership involves the application of spiritual values and principles to the workplace and follow the principles of ethical communication based on truth and honesty.