



Communication Perspectives in Modern Businesses

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Exploring Modern Business Communication Routes to Resilience

Manpreet Arora

Introduction

A decade back companies were investing heavily in more efficient processes and creating a right hierarchical structure. The focus was primarily on making better internal organizations. However, the recent developments on the consumer side and the digitalization of businesses have led to change in the equation. The traditional manner of managing business is no longer adequate. The gap between the companies and the consumers widened due to the rapid pace of technological advancement.

Businesses need to place the consumers at the centre of thinking. Social media has become the mirror of society and consumers are vigilant 24 hours a day on these platforms. All the communication which was earlier done by traditional businesses was generally a one way communication in the form of advertisements, boards, and hoardings but now with the advent of these platforms of social media consumers have got a wider choice to express their views and sentiments. All the conversations that previously took place offline are now being done through online modes. Not only social media platforms but also the advent of mobile apps has flooded the digital world. Name anything and you will find it on a mobile app. This simply means that every company can now quickly discover that what is in the minds of