

Download Business Communication: Strategies And Solutions

Where traditional businesses may have once relied solely on offline communications strategies to reach their prospective clients, many businesses today rely heavily on online methods to reach a more digitally savvy audience. Start your free month on LinkedIn Learning, which now features 100% of Lynda.com courses. Develop in-demand skills with access to thousands of expert-led courses on business, tech and creative topics.

Definition of External Communication. External communication is the transmission of information between a business and another person or entity in the company's external environment. Let's face it; communication is one of the most important issues in the workplace. Good communication helps everyone on your team (and you) to feel heard and understood, and as a result, everyone benefits from a positive, encouraging and successful environment.