INTRODUCTION

Communication is one of the foremost activities and the critical function which separates the human species from other living beings. The range and scope of communication which a human being is capable of is vast, almost unlimited in scope. Communication is a part of personal and professional relationships that provide bonding among the over six billion individuals alive today.

Today’s world is a world of commerce. Organisations are what primarily comprise this world of commerce. The ONLY source of revenue for any organisation is its customer base. Organisations have been defined as 'artificial entities or beings'. Thus, organisations too CAN and MUST communicate effectively for growth and success.

In multiple surveys (which will be referred to and enumerated upon during the course of this research), important and primary stakeholders of organisations, i.e. their customers and their employees, have listed communication as the most critical parameter upon which they would consider an organisation as worth dealing with.

So the communication that any organisation (whether in the profit sector, non-profit sector, government body, or any other), sends forth to its multiple stakeholders is an extremely vital factor in determining its Brand Equity.

Communication, falling under the category of an intangible, rather than a tangible parameter, also reflects the growing trend of the ‘Power of the Intangible’ in measuring the value, effectiveness and worth of an organisation. Perfection in every sphere of endeavour is today becoming a need, a given, rather than a luxury, as stakeholder’s expectations are constantly increasing. The sphere of Organisational Communication is no exception to this. It would not be an exaggeration to state that if an Organisation excels at all facets of non-electronic communication (which forms the scope of this proposed research), it would be safe to say that such an organisation would be able to positively differentiate itself from its competitors in the industry, and reap the multiple benefits thereof.