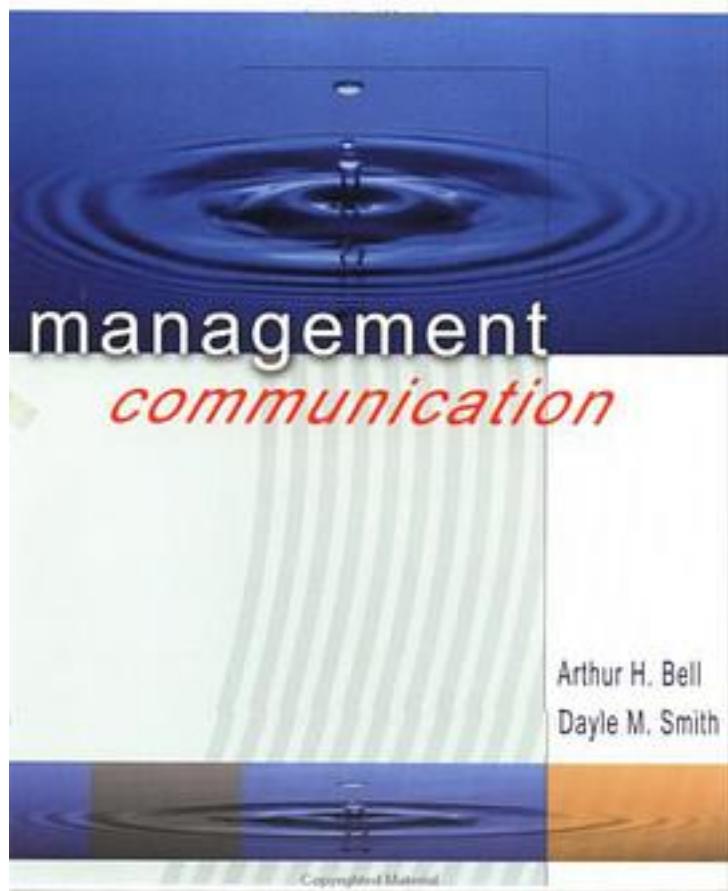


Management Communication



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Management Communication, 2/e by Hattersley and McJannet is a text and casebook that includes essential coverage of the principles of effective writing and speaking and aims to help the reader master the full range of skills required of a successful manager. Most of the eighteen end-of-chapter case studies were developed at Harvard Business

School where Dr. Hattersley headed the Management Communication Department and where Dr. McJannet taught. The cases put the reader in the role of decision maker and communicator in actual business situations. Five additional (or alternative) cases appear at the end of the book. While the text emphasizes in a simple, direct style, the enduring practical communication skills every manager needs to master, it also includes full chapters on electronic communication, corporate ethics, audience analysis, meeting management, giving and receiving feedback, choosing media, style and tone, intercultural communication, and business and the press. The two concluding chapters provide two style manuals, the first on writing and the second on speaking, through the use of graphics and group presentations. Each is designed to be cross-referenced throughout the course and serve as a valuable resource for readers to refer to throughout their careers.

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