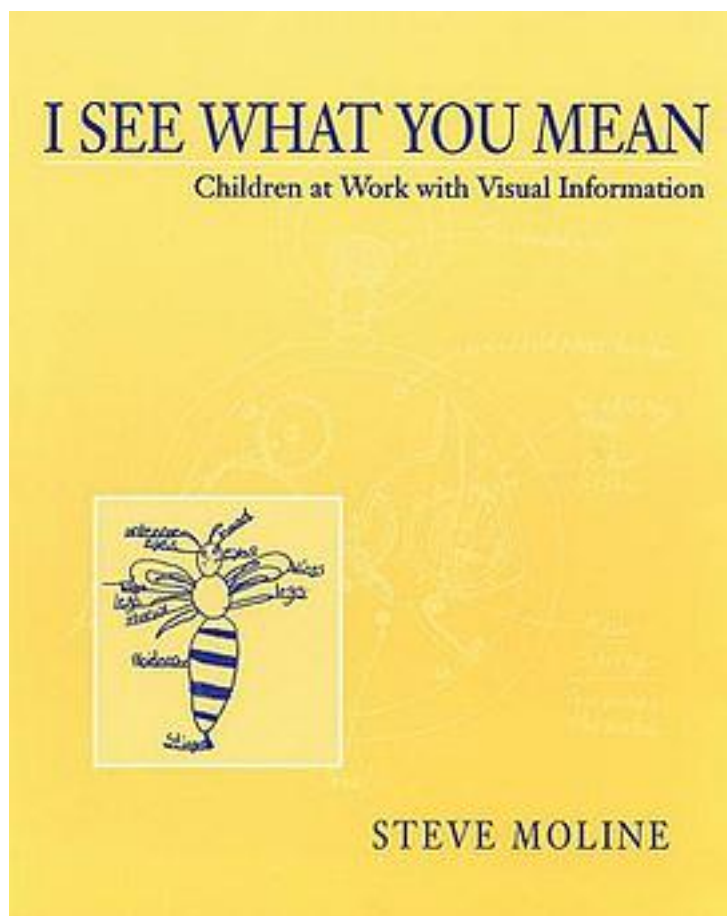


I See What You Mean



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Practical and innovative, this book will assist students in developing their skills in effective, influential business communication. It is replete with research-based examples, tips and exercises and covers topics such as: customizing messages to different audiences; dealing with angry employers and customers; managing speech

anxiety and stage fright; increasing credibility; and creating high-impact presentations.

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