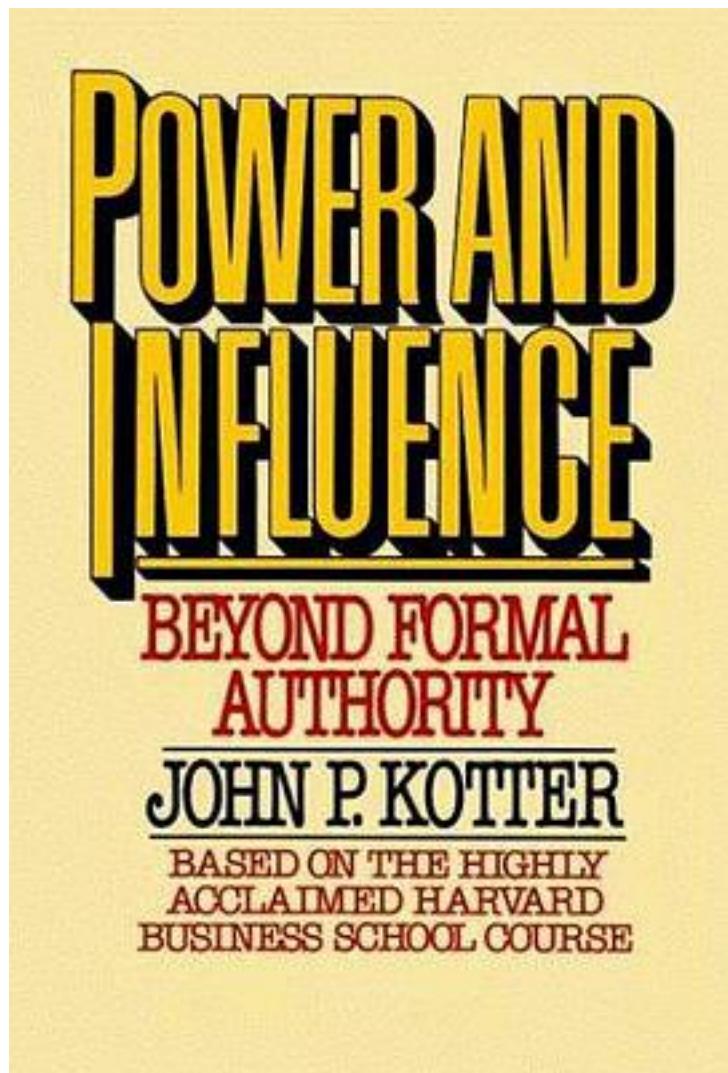


Power and Influence



[Power and Influence_下载链接1](#)

著者:Robert L. Dilenschneider

出版者:Prentice Hall

出版时间:1991-04

装帧:Paperback

isbn:9780136833277

From Publishers Weekly

"What do people know who are able to exert influence and advance their careers? What is the secret that they understand so well? I would say that they grasp a very simple relationship: the connection between communication, recognition, and influence," contends Dilenschneider, CEO of the public relations firm Hill & Knowlton, in this authoritative handbook on leadership strategies. He argues that heightened competition and corporate takeovers have created an extremely volatile and challenging business climate, and draws on his own experiences in coping with crises (e.g., the cyanide contamination of shipments of Chilean grapes to the U.S. in March 1989) by cultivating good relations with the "iron triangle" of press, government and special interest groups. Quality work and accountability, Dilenschneider stresses, are an executive's basic responsibilities, while open, ethical communication remains a crucial skill. Executive Program/Macmillan Book Club dual main selection; Fortune Book Club alternate.

Copyright 1990 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Product Description

The highly acclaimed national bestseller, now in paperback, Power and Influence is an invaluable primer for those already in power and those who desire it. "Bob Dilenschneider...a man who has been on the front lines where expertise and experience are all that counts."--Larry Speakes, White House Press Secretary, 1981-87. "The authoritative handbook on leadership stategies."-- Publisher's Weekly. Index.

作者介绍:

目录:

[Power and Influence](#) [下载链接1](#)

标签

传播学

评论

[Power and Influence 下载链接1](#)

书评

[Power and Influence 下载链接1](#)