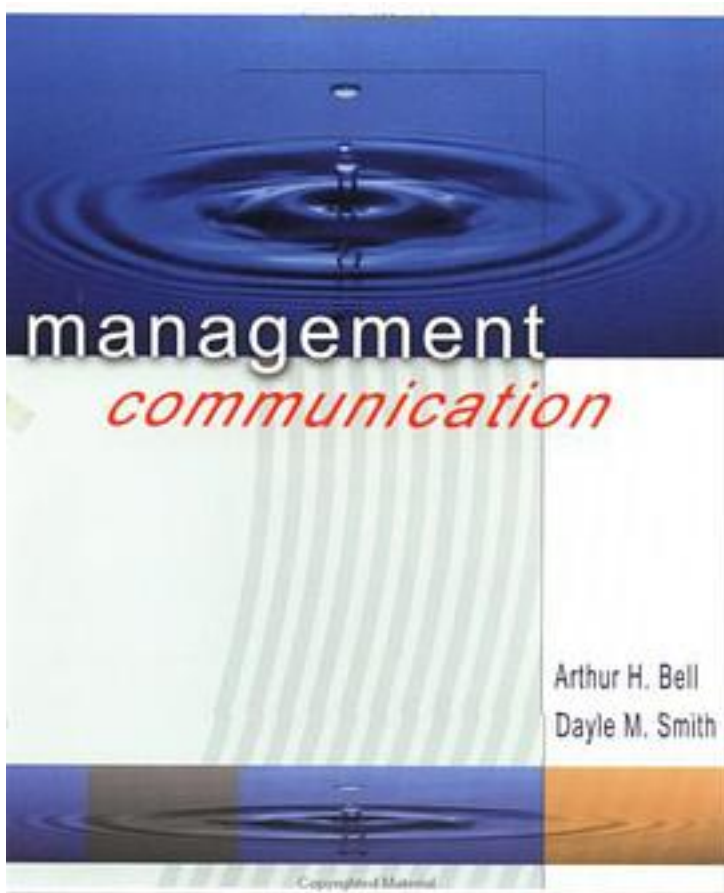


# Management Communication



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For managerial communication courses. Strategic communication methods that support the development of ethical and effective managers at all levels of business. For professors who know students need effective communication skills to be successful in the business world, this text provides a strategic, yet practical view of managerial

communication. In this fourth edition, three dozen case studies are provided to help students see how their new skills would work in a real setting. A new chapter has also been added on Persuasion, examining the science behind influencing decision making in others.

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