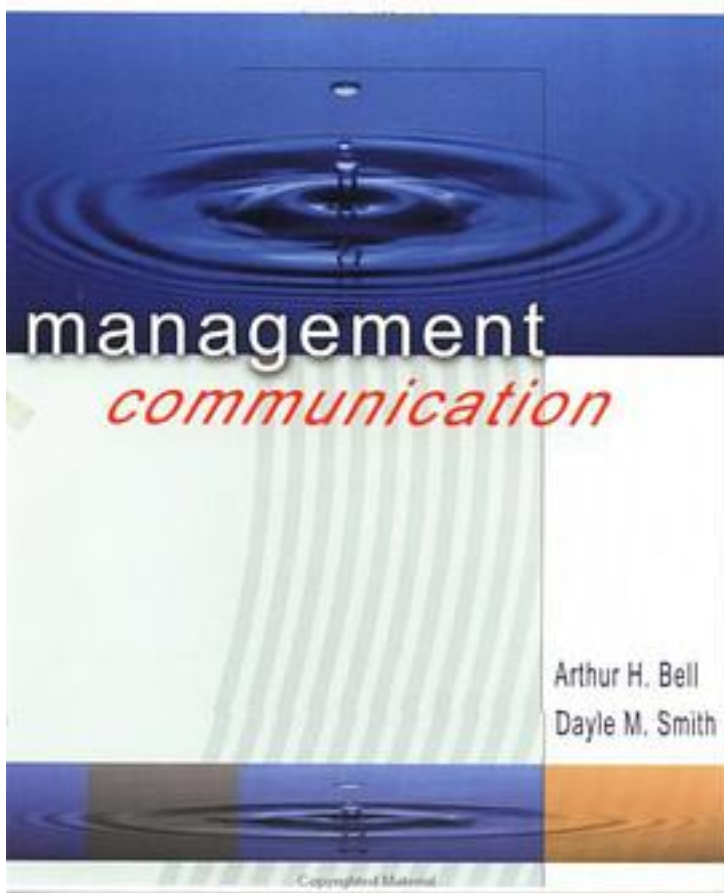


# Management Communication



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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.

Management Communication in Transition; Communication and Strategy; Communication Ethics; Speaking; Writing; Persuasion; Technology; Listening and Feedback; Nonverbal Communication; Intercultural and International Communication; Conflict Management; Business Meetings; Meeting the Media

Effective communication can make or break an individual career or an entire business. By developing powerful techniques to get their message across, students can learn to turn ideas into action and success.

作者介绍:

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