

Business and Professional Communication



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This comprehensive book focuses on the core concepts and skills of business and professional communication, with an emphasis on leadership for today's global workplace. Business and Professional Communication is organized around five fundamental principles of communication, providing a useful pedagogical framework for the reader. These principles are applied to a variety of business and professional contexts, including workplace relationships, interviewing, group and team work and giving presentations. Readers learn how to be aware of their communication, to use verbal and nonverbal messages and listen effectively and then, to adapt their communication to others, needs and styles.

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