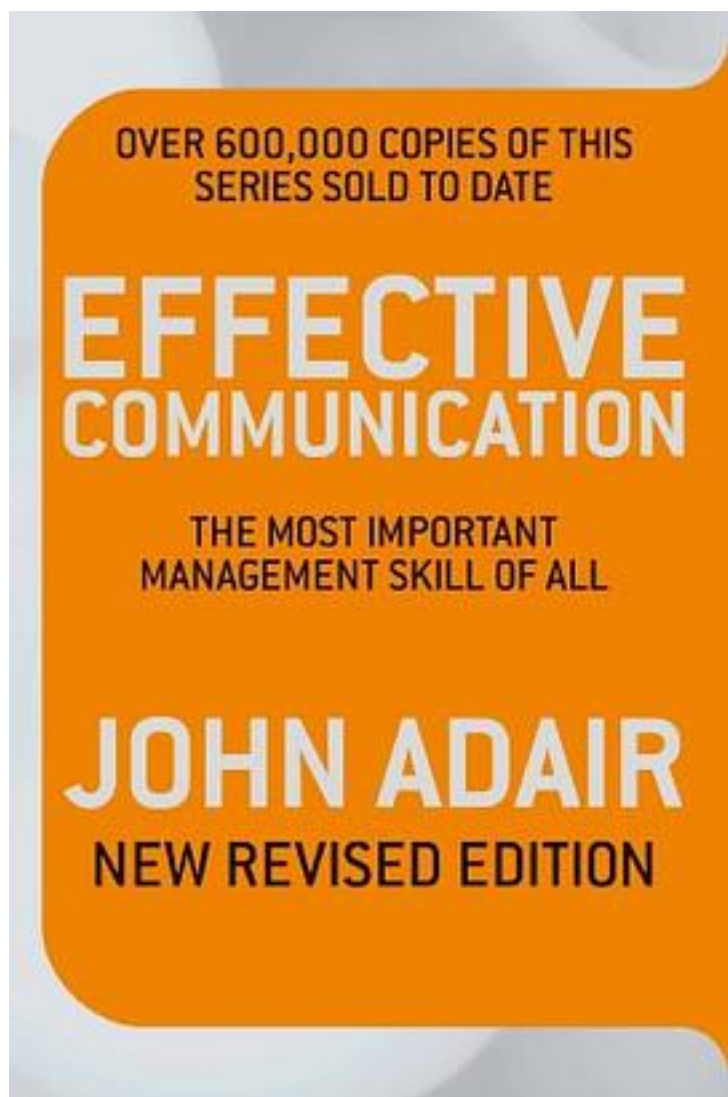


Effective Communication



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Strong communication skills are arguably the most important attribute a manager can possess. Many managers believe they have already mastered the four basic communication skills speaking, listening, writing and reading but many simply go through the motions. In *Effective Communication* John Adair, Britain's foremost expert on leadership training, will tell you everything you need to know to enable you to: Use words to their maximum effectiveness in order to persuade and really be heard Train yourself to hear what other people are actually saying Construct your correspondence and presentations to get across what you want to say in the clearest manner Improve your assimilation and understanding of the thousands of words you have to read every day Including helpful advice on interviews, appraisals, giving and receiving criticism, conducting and participating in meetings, the use of visual aids, communication between departments and much more, this is the ultimate tool for improving your communication skills and helping you become a better manager.

作者介绍:

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