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approaches to both written and oral communication multicultural and ethical issues workplace diversity globalization group dynamics and interpersonal communication The text s flexible handbook format reflects how advanced and graduate MBA students actually use textbooks they can either read chapters in sequence or access specific sections to research particular issues and concepts Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Forthcoming Books** Rose Army,1997 *International Books in Print* ,1990

Monographic Series Library of Congress,1982 **Library of Congress Catalogs** Library of Congress,1983

Management Communication: Principles and Practice Linda M McJannet,Michael E. Hattersley,2007-01-19 Management Communication 3 e by Hattersley and McJannet offers a comprehensive well researched solution to teaching management communication This text and casebook includes essential coverage of effective writing and speaking principles It aims to help the reader master the full range of skills required of a successful manager Most of the eighteen end of chapter case studies were developed at Harvard Business School where Dr Hattersley headed the Management Communication Department and where Dr McJannet taught under her married name Linda McJ Micheli The cases put the reader in the role of decision maker and communicator in actual business situations While the text emphasizes practical communication skills every manager needs to master it also includes full chapters on electronic communication corporate ethics audience analysis meeting management giving and receiving feedback choosing media style and tone intercultural communication and business and the press The two concluding chapters provide two style manuals the first on writing and the second on speaking through the use of graphics and group presentations Each is designed to be cross referenced throughout the course and serve as a valuable resource for readers to refer to throughout their careers *Resources in Education* ,1979

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