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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 338 Publisher: People's University of Pub. Date :2011-3-1. Manage communication is the author many years engaged in teaching and Corporate Training mba prepared on the basis of practice made. fully taking into account the mba student with practical work experience. background. basic theory as a guide to case study as a carrier. through the theory and practice closely blend. with a view to students. especially those with many years of management practices of the participants in the communication theory can be significantly improved in communication skills is more increasingly skilled. Management communication has three characteristics: 1. Theoretical explanations concise. Management Communication a systematic introduction to the theory of management communication process of historical evolution. focusing on the theory of interpersonal theory of human resources improvement role. This will not only help manage a complete and systematic grasp of communication theory. but also for students to learn and master effective communication skills to lay a solid foundation. 2. Exercise practical and feasible. Many well-designed book. scenario simulation. combat exercises. role-playing exercises and case studies. Teaching practice. this will not only promote interaction between students. but also for helping students deepen their understanding of the theory. effective communication skills to master large would also benefit. Contents: Chapter 1. Section 1 Overview of management communication definition of communication and management functions of Section 2 and Section 3 to communicate with the communication manager's role in Section 4 the role of management communication management communication section 5 of the main factors affecting the first six effective Management Strategy Case Study 1 groove 1 introduction of new technology barriers to case studies 1-2 disguised layoffs triggered by the incident management communication in Chapter...



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