

Writing That Works Oliu Brusaw Alred

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managerial communication focuses on communication skills and strategies that managers need to be successful in today's workplace known for its holistic overview of communication and focus on managerial competencies it continues to be the market leader in the field the ninth edition provides coverage of current topics like managing hybrid and virtual teams chatgpt and artificial intelligence and empathic listening

this guide is a comprehensive reference for improving refining your writing skills sample letters punctuation guidelines rules of composition grammar step by step advice are provided to assist you in preparing professional correspondence that clearly effectively conveys subject matter ideas

this textbook introduces students to the strategic communication methods that are crucial to master in order to develop into effective and ethical managers at all levels of business effective communication skills are necessary for success in the business world and o'rourke has written a highly readable book filled with anecdotes and examples to engage students in the learning process this edition includes several classic and new features the strategic approach is integrated throughout the book allowing students to understand how a communicated message impacts the business as a whole case studies throughout the book provide students with hands on experience of scenarios they will encounter in the real world the book includes at least three dozen fresh classroom tested cases an ethical thread is woven through the text demonstrating how ethical decision making can be applied in all aspects of communication separate chapters on technology including social media intercultural communication

nonverbal communication and conflict management provide students with the skills to building relationships and influencing stakeholders key skills for any manager a companion website includes comprehensive support material to teach this class making management communication a complete resource for students and instructors

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