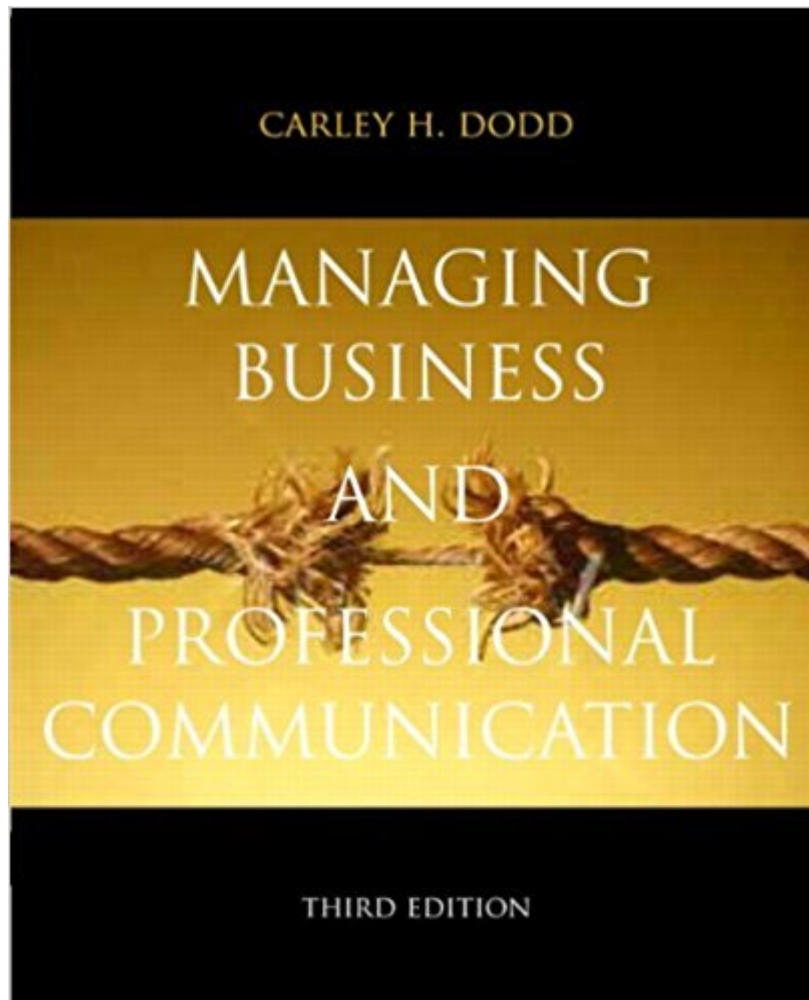




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Managing Business & Professional Communication (3rd Edition)



Synopsis

Business and Professional Communication engages the reader with the most current strategies needed to effectively manage workplace communication challenges. ã ã Noted as a complete text matching the unique demands of the workplace environment to student competencies, Business and Professional Communication surpasses the coverage of traditional communication books by addressing the recent surveys of expected workplace competencies: exhibiting leadership; managing organizational culture; listening, interpersonal communication style differences, and conflict; dealing with difficult people; improving diversity and intercultural communication; business writing; interviewing; selling; and negotiating successfully. Business and Professional Communication not only prepares the reader for relevant, informative, and persuasive public presentations in the workplace, but also prepares them for managing cultural diversity, sales, customer-service, audits, briefings/reports, team-building, using social media and technology, and other communication proficiencies vital for success in the modern workplace.

Book Information

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Customer Reviews

Managing Business and Professional Communication, 2/e Carley H. Dodd, Abilene Christian University ã ã ã ã Managing Business and Professional Communication provides students with the strategies they need to manage communication challenges in the workplace effectively. ã ã This text surpasses the coverage of traditional communication texts to address the most recent surveys of expected workplace competencies: exhibiting leadership, managing organizational culture, handling conflict, dealing with difficult people, improving diversity and intercultural

communication, interviewing, selling, and negotiating successfully. Using these competencies, Managing Business and Professional Communication tailors relevant communication concepts to the unique demands of the workplace environment. ã Å ã Å Features: Puts theory into action with real-world cases and critical incidents, providing opportunities for application, problem solving, and insight into the everyday workplace. Examines the importance of cultural diversity awareness in business, imparting a framework for understanding one's co-workers to increase satisfaction and productivity in the workplace. Covers conflict and conflict management opportunities in the workplace to help students heighten performance and problem solving on the job. Prepares students for most entry-level and mid-management positions, with sections on customer relations communication, sales and marketing presentations, and briefings/reports. New to this Edition: Highlights new communication competencies, based on the most recent surveys of communication proficiency availableã ºâ ºâ œincluding Butcherã ºâ ºâ,, ºs Employment and Training Administration (ETA) reportã ºâ ºâ œto provide students with focused skills that can be applied in the workplace. Includes additional emphasis on organizational patterns within chapters, to help students clearly identify and follow key points. Places new emphasis on the link between organizational culture and leadership, to help students understand the importance of contextualizing leadership within the boundaries of personal style and organizational culture. Emphasizes listening in the workplace, to help students excel at this crucial skill. --This text refers to an out of print or unavailable edition of this title.

The book is very interesting to read from. I love taking notes from it for my class. Even if you have no idea about anything business or communication, I feel that with an open mind, anyone else would love this book just as much as I do. It really opens up your eyes to whole businesses and organizations work.

Numerous pages in the book is missing. So far I have not been able to complete my class. I have ordered numerous books thru and have had no problems until this book. I understand mistakes can be made. I am still waiting for another book or refund on the one that was sent.

Worked As Described

This was a book I used for college. It worked great and was a great price.

Just what I needed

This book was needed for my course and it fulfilled all the requirements. I rented it and then I bought a copy.

THANKS

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