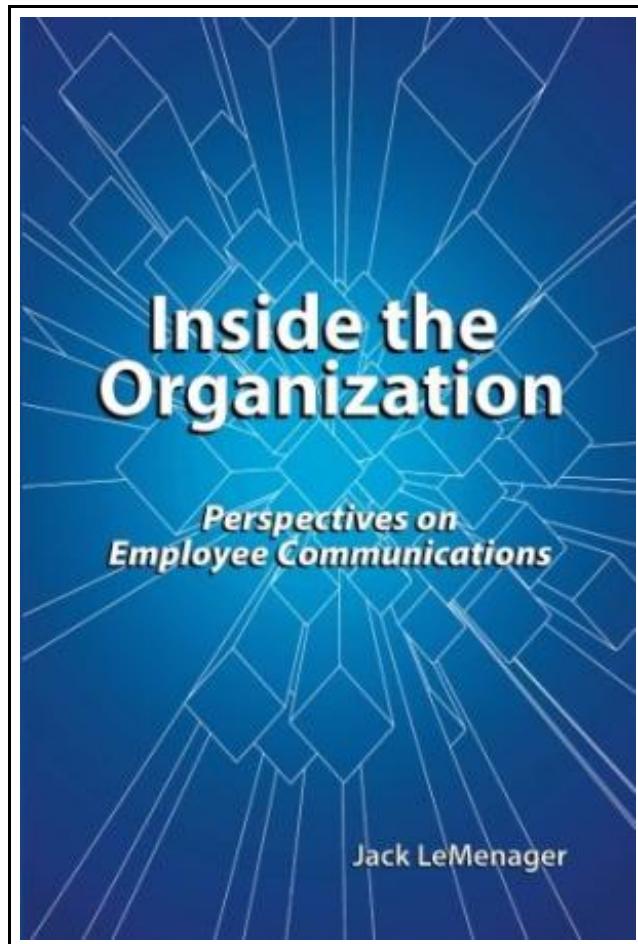


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Createspace, United States, 2011. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Updated, April 2014. This is a book for managers, leaders, and those with communications responsibilities. But that's redundant: all managers and business leaders have communications responsibilities. Communications lie at the heart of their jobs. No manager or leader will be successful without strong communications skills, as well as an appreciation for the importance of effective communications with their employees. And that's where the gap is today: too many managers and leaders have divorced themselves from personal involvement in internal communications. This collection of fifty-four essays will awaken within managers that imperative. It approaches the broad topic from a variety of angles, organized into six different topical chapters: 1. Communities of Humans - An examination of today's internal business environment from a communications perspective. 2. Effective Employee Communications - The critical role that employee communications play in business today (including some examples, ideas, and insights for communicating effectively). 3. Leadership Lessons - CEOs, business leaders, and managers responsibilities in the internal communications continuum. 4. Organizational Vision - The critical role a coherent corporate vision can play in driving appropriate behaviors and attitudes through effective employee engagement and communications. 5. Our Workaday Lives - Insights for managers and leaders into the reality of their employees daily working lives and how that fits into the business needs. 6. A New Way of Seeing Things - A series of thought pieces about perceiving our world differently and how that may contribute to helping us better understand people and ourselves, thereby enabling us to communicate and work together at a more meaningful level. The writing is casual, friendly, and sometimes light-hearted, using numerous real world anecdotes lifted from...

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