



Managerial Communication: Strategies and Applications

Geraldine E. Hynes

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"Managerial Communication, 4/e" by Hynes focuses on skills and strategies that managers need in today's workplace. This book continues to stand out in the field for its strategic approach, solid research base, comprehensive range of topics, its even-handed examination of oral and written channels, and its focus on managerial (as opposed to entry-level) competencies. The overriding principle for the revision was to preserve the book's key strengths while bringing it in line with the early twenty-first century workplace. The chapters have been streamlined and condensed to meet the needs of a busy contemporary manager and content was added to reflect current business practices.

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