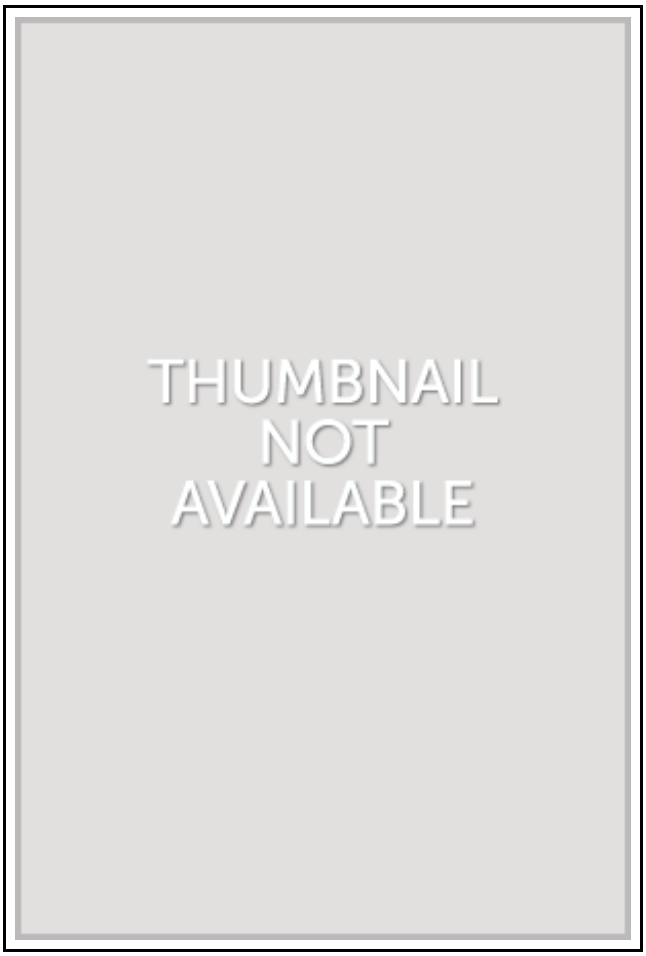
Managing Business Communications: Your Guide to Getting it Right



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Profile Books Ltd. Paperback. Book Condition: new. BRAND NEW, Managing Business Communications: Your Guide to Getting it Right, CMI Books, Clear and effective communication within and beyond organisations has always been a crucial business driver, and as communication channels proliferate and the speed of communication increases, getting your message across has never been more important. Using the series' trademark mix of checklists and thinker profiles, the guide looks at different types of business communications - written, verbal and external - and also focusses on the challenges of cross-cultural and virtual communication, and websites and social media. Topics covered include: report writing, running meetings, presentations, negotiation, PR and media interview planning, influencing, crisis communications and much more.

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