



Ebook Directory
the best source of ebook

The book was found

Strategic Management Communication For Leaders



Strategic Management
Communication
for Leaders

Robyn Walker



Synopsis

Succeed in the business world and this course with STRATEGIC MANAGEMENT COMMUNICATION! Easy to read and concise, this text includes numerous exercises so you can test your understanding of key concepts and principles. Critical Thinking and Responsible Communication boxes are just a few of the tools integrated throughout the text to will help you master the material and succeed in the business communications course.

Book Information

Paperback: 432 pages

Publisher: South-Western College Pub; 3 edition (January 1, 2014)

Language: English

ISBN-10: 1133933750

ISBN-13: 978-1133933755

Product Dimensions: 9.9 x 7.9 x 0.6 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 5 customer reviews

Best Sellers Rank: #73,577 in Books (See Top 100 in Books) #138 in [Books > Textbooks > Business & Finance > Business Communication](#) #527 in [Books > Business & Money > Skills > Communications](#) #1105 in [Books > Business & Money > Management & Leadership > Leadership](#)

Customer Reviews

Dr. Robyn Walker is an assistant professor of management communication at the Center for Management Communication at the University of Southern California's Marshall School of Business, where she teaches business writing and business communication to undergraduate and graduate students. She earned a master's and a doctoral degree in communication from the University of Utah, a master's degree in professional writing from the University of Southern California, and holds an MBA. Dr. Walker has held faculty appointments at the University of Arizona and California State University-Fullerton. Before entering academia, Dr. Walker worked as a professional writer and editor with such organizations as United Press International, McGraw-Hill, and Novell. She also has worked as a writing consultant for companies such as Hoffman LaRoche Pharmaceuticals and Franklin-Covey, Inc. She continues to write and conduct research and has delivered dozens of conference papers on intercultural communication, rhetoric, cultural studies, and business communication pedagogy and published articles on intercultural communication in groups and

place-based identity. She is the editor of the Journal of Business Communication, a contributing editor of BCOM (Cengage Learning), and the co-editor of Discourse Perspectives on Organizational Communication (Fairleigh Dickinson University Press). She is a member of the Association of Business Communication, Management Communication Association, National Communication Association, Academy of Management and the Academy of International Business.

Required text for CBU Master's in Communication Degree. Wouldn't buy it otherwise.

The book has good content in regards to the topic, however, there is no reason to own it unless you need it for a college class. For those who don't know what "strategic management communication" is, your not missing much. the book essentially has material regarding leadership, communications, and business 101. The material is not "heavy" or difficult to grasp at all.

Very satisfied. Thank You

very good

Everything went well.

[Download to continue reading...](#)

Strategic Management Communication for Leaders Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Brighter Future (Essential Texts for Nonprofit and Public Leadership and Management) A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Management: Take Charge of Your Team: Communication, Leadership, Coaching and Conflict Resolution (Team Motivation, Workplace Communications, Employee ... Team Management, Conflict Management) Twitter: Jack Dorsey, Biz Stone And Evan Williams (Business Leaders) (Business Leaders (Morgan Reynolds)) Academic Leadership and Governance of Higher Education: A Guide for Trustees, Leaders, and Aspiring Leaders of Two- and Four-Year Institutions Advanced Strategic Planning: A 21st-Century Model for

Church and Ministry Leaders Advanced Strategic Planning: A New Model for Church and Ministry
Leaders Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and
Sustaining Organizational Achievement (Bryson on Strategic Planning) Strategic Management:
Concepts (Irwin Management) Strategic Management: Text and Cases (Irwin Management)
Strategic Management (Irwin Management) Essentials of Strategic Management: The Quest for
Competitive Advantage (Irwin Management) Strategic Management of Technological Innovation
(Irwin Management) Business Communication: Developing Leaders for a Networked World
Business Communication: Developing Leaders for a Networked World (Irwin Business
Communications) Loose Leaf for Business Communication: Developing Leaders for a Networked
World

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)