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PREFACE

“Communication II” teaches readers to produce ethical, effective, and expressive communication in the workplace. The book presents practical skills and applications, challenging readers to communicate imaginatively in their future careers. The user-friendly material is current, engaging, and based on sound research in communication and social science fields. In addition, the theory is clearly explained in practical ways so that readers can develop skills that they will need in the workplace.

To be effective, managers have to be skilled at acquiring power-and using that power to persuade others to get things done. This set of materials offers must-know methods for commanding attention, changing minds, and influencing decision-makers up and down the organizational ladder.

The content is designed to provide comprehensive advice, personal coaching, background information, and guidance on the most relevant topics in business. Whether you are a new manager seeking to expand your skills or a seasoned professional looking to broaden your knowledge base, these solution-oriented books put reliable answers at your fingertips. Further it even provides probable solutions to candidates to answer during interviews.

This volume is indeed “a highly practical resource for readers with all levels of experience.” And each is by intent and in execution solution-oriented. Although I think those who have only recently embarked on a business career will derive the greatest benefit, the material is well-worth a periodic review by senior-level executives.

Since every communication situation is unique, this book attempts to give you the tools to determine the best strategy in a given situation. That is why this book repeatedly urges you to examine the communication situation - the subject, the purpose, and the audience - so as to identify the most suitable way of conveying your message.

Dr. Rajeesh Viswanathan MBA, Ph.D.