

Management Communication

By Arthur H. Bell, Dayle M. Smith

Finally business professionals will be able to learn how to communicate effectively. This book builds the essential writing, speaking, and listening skills needed to succeed. An entire section is devoted to helping non-native speakers of English in their efforts to produce readable, well-edited work. It includes Communication Dilemmas boxes that pose interesting, real-life communication choices and challenges. Six brief interviews with real communication experts are presented that explore a variety of different corporate environments. New sections are also included on social networking communications and the electronic career search. Business professionals will discover how to apply newly acquired communication skills throughout their careers.

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Management Communication Summary Details

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From the Back Cover

Take command of your communication skills and career. Whatever your career objectives, you'll most likely need good communication skills to achieve your goals. With Bell and Smith's *Management Communication, 2nd Edition*, you'll build essential writing, speaking, and listening skills that you can rely on throughout your career. You'll explore such key issues as communication ethics, crisis communication, media appearances, meeting skills, behavioral interviewing, telephone work, and more. Along the way, the book provides many opportunities for you to apply your skills in different settings, through more than two dozen detailed cases and a variety of exercises. Now updated and revised, this Second Edition features expanded coverage of electronic communication media, oral communication, and listening, as well as more checklists, additional longer cases, and updated web assignments. **Learn how to:**

- Adapt your communications to the specific needs of your audience. Make the best use of communication technologies. Prepare for intercultural communication challenges. Master the art of writing persuasive letters, memos, and email. Get past writer's block. Overcome the fear of public speaking. Find your own writing and speaking voice. Create an effective resume and application letter.

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About the Author

Arthur H. Bell is Executive Director of MBA Programs at the Masagung Graduate School of Management, University of San Francisco, where he is also Professor of Management Communication. He holds his PhD in English from Harvard University and is the author of 49 books on a variety of management, communication, language, and literature topics. Among his most recent books are *Winning with Trust in Business*, with R. Cohn (Pelican, 2008), *Butterflies Be Gone! Banishing Speaker's Nerves* (McGraw-Hill, 2008), and *You Can't Talk to Me That Way! Stopping Toxic Language in the Workplace* (Career Press, 2006).

Dayle M. Smith is Professor of Management and Director of the Honors Program in the School of Business and Professional Studies, University of San Francisco. She holds her PhD in Organizational communication from the University of Southern California. She teaches undergraduate, MBA, and Executive MBA classes in Leadership, organizational behavior, teambuilding, and human resource management. She is the author of many books in her field, including *Women at Work: Leadership for a New Century* (Prentice Hall, 1999) and *Learning Team Skills 2e* (Prentice Hall, forthcoming 2009).

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