



## Simply Communicate: A Business Guide to Strategic Communication

By Kristel Keys Running

Createspace, United States, 2015. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book is intended to help businesses recognize that communication is an important aspect of creating a successful business. The book guides businesses and managers through the why s and how s of communication strategy and upon completion of the book they should have a solid and customized communications strategy for their company. There are activities at the end of each chapter that will allow the reader to accomplish this. This book is all encompassing as it describes why communication is important to a business and covers communication problems, knowing your audience, and even includes the receiving end of communication. Intended to be a do-it-yourself guide, this book will teach the reader what is necessary for effective communication and they will be able to lead others in communicating successfully. It will also provide a solid background so the reader can provide training to their staff and set expectations for them to follow. The book teaches the reader that they should make time for communication efforts and those efforts should be a priority at their company. Strategic communication can...



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