



Contemporary Problems of Corporate Communication

By Lalka Borisova

LAP LAMBERT Academic Publishing. Paperback. Book Condition: New. Paperback. 52 pages. Dimensions: 8.7in. x 5.9in. x 0.1in.Contemporary Problems of Corporate Communications This book tackles a very topical issue. Communication skills are some of the most important skills one should have to succeed in the workplace and in communicating with colleagues and business partners. Communications require certain competences that will guarantee their efficiency. Based on an analysis of the process of communication the author defines the skills required to remove the existing barriers and problems (both objective and subjective) and the steps of the effective communication process the 7 Cs principle. The author proposes certain guidelines for improving the process of communication and substantiates the need for new strategic management tools such as the BSC that can improve employees communicative skills. The author also proposes a template for corporate Codes of Ethics based on companys values and containing various principles, guidelines, performance requirements, codes of conduct and communication. With this book the author aims to challenge organizations to train their employees in the ethical rules and codes of conduct that would help them overcome the barriers and problems in communication. This item ships from multiple locations. Your book may arrive from...



Reviews

This sort of publication is everything and made me seeking forward and much more. Better then never, though i am quite late in start reading this one. I am easily could possibly get a delight of reading through a created pdf.

-- Quinton Balistreri

A really amazing ebook with lucid and perfect answers. I am quite late in start reading this one, but better then never. You are going to like the way the blogger write this pdf.

-- Prof. Bertram Ullrich Jr.

Relevant eBooks



The Secret of Red Gate Farm (Nancy Drew Mystery Stories, Book 6)

Grosset & Dunlap. Hardcover. Book Condition: New. 0448095068 Brand New right out of the wrapper- I ship FAST with FREE tracking!!.



If I Have to Tell You One More Time: the Revolutionary Program That Gets Your Kids to Listen without Nagging, Reminding or Yelling

Tarcher/Putnam, US, United States, 2012. Paperback. Book Condition: New. 206 x 137 mm. Language: English . Brand New Book. The Revolutionary Program That Gets Your Kids To Listen Without Nagging, Reminding, or Yelling Why does it feel sometimes as if our children have...



Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...



The Automatic Millionaire: A Powerful One-Step Plan to Live and Finish Rich (Canadian Edition)

Doubleday Canada, 2003. Soft cover. Book Condition: New. Book Description Bestselling financial advisor David Bach brings us his proven, revolutionary system that in one hour will make readers -- even those not smart about money, not disciplined or budget-minded -- rich. The...



What Do You Expect? She s a Teenager!: A Hope and Happiness Guide for Moms with Daughters Ages 11-19

Sourcebooks, Inc, United States, 2011. Paperback. Book Condition: New. 208 x 140 mm. Language: English . Brand New Book. If your little girl has suddenly turned into one big eye roll, then Arden Greenspan-Goldberg s What Do You Expect? She s a...