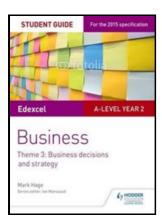
Credible company - communicating with todays skeptical workforce

Jossey-Bass - The Credible Company: Communicating with a Skeptical Workforce : D'Aprix, Roger: play.fridaynightfunk.rf.gd.au: Books



Description: -

Communication in management
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Notes: Includes bibliographical references and index.
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Tags: #The #Credible #Company: #Communicating #with #Today's #Skeptical #Workforce

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When employees have to speculate and feel their jobs are in jeopardy, they form unflattering opinions of their organization and its management and productivity suffers. Very minimal damage to the cover including scuff marks, but no holes or tears.

Influential Communication Expert Roger D'Aprix Releases New Book: Creating "The Credible Company"

And it's also applicable because, in a knowledge economy, knowledge can ultimately be found only walking around on two legs -- knowledge and competitive advantage is first and foremost about people. Good: A book that has been read but is in good condition.

The Credible Company: Communicating with a Skeptical Workforce by D'Aprix, Roge

He uses a model called INFORMS. Simply put, the man is as much a legend in communication circles as Peter Drucker was in business circles.

The Credible Company: Communicating with a Skeptical Workforce by D'Aprix, Roge

Aprix explains, the internal communication task has taken on an unprecedented importance. He is an internationally known communication consultant, lecturer, and author who has assisted scores of Fortune 500 companies in developing their communication strategies and redesigning their communication training. Good: A book that has been read but is in good condition.

Credible Company: Communicating with Today's Skeptical Workforce

Corporations should not, however, give away company secrets.

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