

# Credible company - communicating with today's skeptical workforce

Jossey-Bass - The Credible Company: Communicating with a Skeptical Workforce : D'Aprix, Roger: [satis.farmjournal.com.au](http://satis.farmjournal.com.au): Books



Description: -

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Communication in management

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Notes: Includes bibliographical references and index.

This edition was published in 2009



Filesize: 7.83 MB

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

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

It's especially applicable in the current economic situation of erratic stock markets, recession, layoffs and spectacular corporate and financial business failures. The dust jacket for hard covers may not be included. Good: A book that has been read but is in good condition.

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

Based on the principles of Information, Needs on the Job, Face-to-Face Communication, Openness, Research, Marketplace, and Strategy, INFORMS provides a winning formula for those with the insight and motivation to work for greater credibility within companies and other institutional organizations. Openness is the next step, but some corporations strive for transparency because of recent public scandals such as Enron. Too many organizations pride themselves on hiring the smartest people available, and then treat them like they lose half the IQs as soon as they walk in the door.

### The Credible Company: Communicating with Today's Skeptical Workforce

He resides in Rochester, New York. Simply put, the man is as much a legend in communication circles as Peter Drucker was in business circles. With information being the lifeblood of today? And surprise — by doing so they will make their workplaces more productive and honest.

### The Credible Company: Communicating with a Skeptical Workforce

Good: A book that has been read but is in good condition.

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

The majority of pages are undamaged with minimal creasing or tearing, minimal pencil underlining of text, no highlighting of text, no writing in margins.

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