

# Credible company - communicating with today's skeptical workforce

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



Description: -

- Communication in management

Communication in personnel management  
credible company - communicating with today's skeptical workforce

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

And he's a legend with important, vital things to say about communication and business. And surprise — by doing so they will make their workplaces more productive and honest. He resides in Rochester, New York.

**Influential Communication Expert Roger D'Aprix Releases New Book: Creating “The Credible Company”**

Roger is also a member of the advisory board of the UK publication Strategic Communication Management and is a monthly columnist for the Ragan Report. Drawing on his experience as a corporate communication executive and consultant, the author offers a practical prescription for effective communication: INFORMS as in a communication strategy that informs.

**Influential Communication Expert Roger D'Aprix Releases New Book: Creating “The Credible Company”**

Aprix provides a logical and tested strategy to inform skeptical employees in a time of turbulent change.

**Influential Communication Expert Roger D'Aprix Releases New Book: Creating “The Credible Company”**

Simply put, the man is as much a legend in communication circles as Peter Drucker was in business circles. Very minimal damage to the cover including scuff marks, but no holes or tears. 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”**

It is better to reassure employees whose jobs are safe and to warn those whose jobs are in jeopardy. Roger D'Aprix is vice president and advisory board member of ROI Communication.

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

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.

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