



Managerial Communication: Evaluating the Right Dose

By J. David Johnson

Business Expert Press, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.The metaphor of dosage offers us a rich organizing principle for managers. It focuses our efforts on such fundamental, pragmatic communication issues as: amount, frequency, delivery system, sequencing, interaction with what other agents, and contraindications. It suggests compelling new answers to fundamental problems that all managers must face, with an appreciation of basic issues beyond our conscious awareness. In our day-to-day lives - whether we are discussing things with our housing contractor, our cable repair man, with our doctor - we must constantly decide how much communication we should engage in to pursue our projects. This work focuses on the dosage metaphor as a way of confronting this question - what level of communication, both in terms of amount and of depth, is really necessary to accomplish particular purposes? Most communication theories implicitly paint a picture of the prevalence and paramount importance of communication, with a communication metamyth that more is necessarily better. This book provides the first truly comprehensive treatment of dosage. It also focuses on perhaps the most contemporaneously interesting issues of change and...



READ ONLINE
[7.37 MB]

Reviews

If you need to adding benefit, a must buy book. I could comprehended every thing out of this composed e pdf. I am just very happy to tell you that this is the greatest pdf i have study inside my individual existence and could be he finest publication for at any time.

-- **Miss Laurie Waters IV**

Most of these publication is the greatest publication offered. It is actually rally intriguing throgh reading period of time. You can expect to like just how the article writer create this publication.

-- **Eddie Schuppe**