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Strategic Management Communication For Leaders



Strategic Management
Communication
for Leaders

Robyn Walker



Synopsis

Succeed in the business world and this course with STRATEGIC MANAGEMENT COMMUNICATION! Easy to read and concise, this text includes numerous exercises so you can test your understanding of key concepts and principles. Critical Thinking and Responsible Communication boxes are just a few of the tools integrated throughout the text to will help you master the material and succeed in the business communications course.

Book Information

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Customer Reviews

Dr. Robyn Walker is an assistant professor of management communication at the Center for Management Communication at the University of Southern California's Marshall School of Business, where she teaches business writing and business communication to undergraduate and graduate students. She earned a master's and a doctoral degree in communication from the University of Utah, a master's degree in professional writing from the University of Southern California, and holds an MBA. Dr. Walker has held faculty appointments at the University of Arizona and California State University-Fullerton. Before entering academia, Dr. Walker worked as a professional writer and editor with such organizations as United Press International, McGraw-Hill, and Novell. She also has worked as a writing consultant for companies such as Hoffman LaRoche Pharmaceuticals and Franklin-Covey, Inc. She continues to write and conduct research and has delivered dozens of conference papers on intercultural communication, rhetoric, cultural studies, and business communication pedagogy and published articles on intercultural communication in groups and

place-based identity. She is the editor of the Journal of Business Communication, a contributing editor of BCOM (Cengage Learning), and the co-editor of Discourse Perspectives on Organizational Communication (Fairleigh Dickinson University Press). She is a member of the Association of Business Communication, Management Communication Association, National Communication Association, Academy of Management and the Academy of International Business.

Required text for CBU Master's in Communication Degree. Wouldn't buy it otherwise.

The book has good content in regards to the topic, however, there is no reason to own it unless you need it for a college class. For those who don't know what "strategic management communication" is, your not missing much. the book essentially has material regarding leadership, communications, and business 101. The material is not "heavy" or difficult to grasp at all.

Very satisfied. Thank You

very good

Everything went well.

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