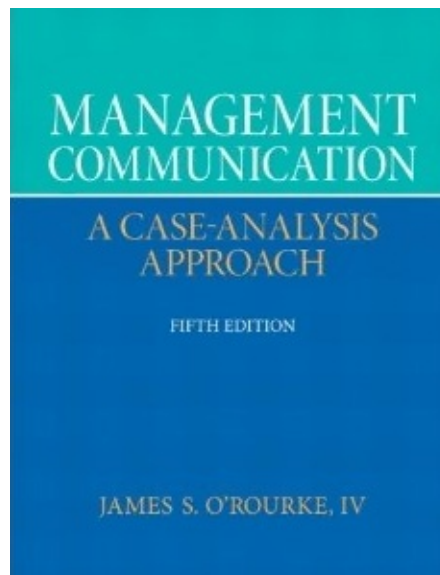




Management Communication: A Case-Analysis Approach

James O'Rourke

Download now

Read Online ➔

Management Communication: A Case-Analysis Approach

James O'Rourke

Management Communication: A Case-Analysis Approach James O'Rourke

Strategic communication methods that support the development of ethical and effective managers at all levels of business.

For readers who know that they need effective communication skills in order to be successful in the business world, this text provides a strategic, yet practical view of managerial communication.

Management Communication: A Case-Analysis Approach Details

Date : Published January 16th 2012 by Pearson (first published August 11th 2000)

ISBN : 9780132671408

Author : James O'Rourke

Format : Hardcover 413 pages

Genre : Academic, School

 [Download Management Communication: A Case-Analysis Approach ...pdf](#)

 [Read Online Management Communication: A Case-Analysis Approach ...pdf](#)

Download and Read Free Online Management Communication: A Case-Analysis Approach James O'Rourke

From Reader Review Management Communication: A Case-Analysis Approach for online ebook

Sok Chamrouern says

it is very useful for my studying

Amy Cordero says

The book has very little actual information in it; it is all pretty much case studies.

Jenn "JR" says

Really well written and thoughtfully organized book with plenty of tactical information and exercises. I wrote up about 15 pages of notes to keep track of the lists and concepts for my classwork. I recommend getting a more recent edition because those include information on effective communication in e-mail (not covered in this book) and may have some more modern perspectives on the subject (this book version is from 2000).

This is just above a "Dummies" version of a book -- and very practical. If you are looking to improve your communication efficiency, this is a great place to start.

Sareroath says

Want to read this book

Louis says

A solid textbook on management level communications techniques and skills. It is a current book which covers all aspects of communication from strategy to persuasion to best use of technology for the purpose of relaying your message. It is not overly boring nor overly exciting. Great use of Case Studies which I believe is of most value for business students.
