



The Seven Deadly Skills of Communicating

Ros Jay

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The Seven Deadly Skills of Communicating is directed at people starting up or already involved in management, from first time managers to senior managers. This is an essential tool for the business person who is interested in the benefits that good communication will bring to their companies. Effective communication increases both motivation and productivity, and the book looks at the skills and techniques involved including developing a corporate personality, written and verbal communication and coping with crisis. Focusing on the practical rather than on the theoretical, this text provides a comprehensive introduction to different communication techniques. The book is full of tips and guidelines that will help managers to identify which method is the most appropriate in each circumstance.

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