

STRATEGIC BUSINESS COMMUNICATION: AN INTEGRATED, ETHICAL APPROACH

Readable, accessible and full of information you can use now, this book will help you become a better strategic planner and communicator in every aspect of your life.

Grounded in the communication theory you need, Walker's invaluable text helps you see the connections and applications of communication in various business disciplines as well as in the real world. You'll soon see that communication is the applicable practice and central to all business situations, regardless of the disciplines, department, or organizational level at which occurs.

In this book you'll learn:

- The importance of communication strategy for real business purposes, including marketing, management, and the realization of corporate and personal goals
- How to develop higher-level strategic thinking skills that help you apply, analyze, and evaluate your knowledge and understanding of importance concepts and principles
- About the types of communication issues faced by individuals within real companies
- About ethical communication practices in the Responsible Communication boxes in each chapter
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