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for courses in business communication and skills development and offering current material on technology etiquette and listening skills as well as a discussion of employment related topics this is a handbook of grammar mechanics and usage

for those who wish to learn or teach the tools of skillful communication this book provides concrete insight into what makes a person a successful communicator and guides readers in ways to improve their own communication skills and those of others predicated on four simple notions that communication can be done well or poorly that communication skills matter that people differ in those skills and that those skills can be improved the book helps readers identify and enhance their own communication strengths and address weaknesses assess the communication skills of others and coach others to improvement written in an accessible style chapter highlights include an engaging review of the research on the practical implications of communication skills in our professional and personal lives the nature of communication skill and issues in skill assessment are examined particular attention is given to understanding sources of communication skill deficits and the design of effective communication skill training programs a final chapter examines the roles of technology cross cultural interaction and aging as they relate to communication skill this book is written for students and professionals in fields such as human resources sales training counseling customer relations education health care and the ministry with application for courses in professional communication applied communication and communication skills at the undergraduate advanced professional degree and continuing education levels

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this book business communication essential strategies for twenty first century managers brings together application based knowledge and necessary workforce competencies in the field of communication the second edition utilizes well researched content and application based pedagogical tools to present to the readers a thorough analysis on how communication skills can become a strategic asset to build a successful managerial career with the second edition teaching resource material in the form of a companion website is also being provided this book must be read by students of mba practicing managers executives corporate trainers and professors key features learning objectives they appear at the beginning of each chapter and enumerate the topics concepts that the readers would gain an insight into after reading the chapter marginalia these are spread across the body of each chapter to clarify and highlight the key points case study 1 it sets the stage for the areas to be discussed in the concerned chapter case study 2 it presents real world scenarios and challenges

to help students learn through the case analysis method tech world it throws light on the latest advancements in communication technology and how real time business houses are leveraging them to stay ahead of their competitors communication snippet it talks about real organizations people at workplaces their on job communication challenges and their use of multiple communication channels to gain a competitive edge summary it helps recapitulate the different topics discussed in the chapter review and discussion questions these help readers assess their understanding of the different topics discussed in the chapter applying ethics these deal with situation based ethical dilemmas faced by real managers in their professional lives simulation based exercise it is a roleplay management game that helps readers simulate real managers or workplace situations and thereby enables students to apply the theoretical concepts experiential learning it provides two caselets each followed by an individual activity and a team activity based on real time business processes that help readers feel or experience the concepts and theories they learn in the concerned chapter to gain hands on experience references these are given at the end of each chapter for the concepts and theories discussed in the chapter

the essential guide to beginning your career in architecture the architecture student s handbook of professional practice opens the door to the vast body of knowledge required to effectively manage architectural projects and practice a professional architect is responsible for much more than design this book is specifically designed to help prepare you for the business and administrative challenges of working in the real world whether you are a student or are just starting out in practice it provides clear insight into the legal financial marketing management and administrative tasks and issues that are integral to keeping a firm running this new edition has been restructured to be a companion textbook for students undertaking architectural practice classes while also fulfilling the specific knowledge needs of interns and emerging professionals it supplements information from the professional handbook with new content aimed at those setting out in the architectural profession and starting to navigate their careers new topics covered in this new edition include path to licensure firm identity professional development strategic planning and integrated project delivery whether you want to work at a top firm strike out on your own or start the next up and coming team the business of architecture is a critical factor in your success this book brings the fundamentals together to give you a one stop resource for learning the reality of architectural practice learn the architect s legal and ethical responsibilities understand the processes of starting and running your own firm develop manage and deliver projects on time and on budget become familiar with standard industry agreements and contracts few architects were drawn to the profession by dreams of writing agreements and negotiating contracts but those who excel at these everyday essential tasks impact their practice in innumerable ways the architecture student s handbook of professional practice provides access to the nuts and bolts that keep a firm alive stable and financially sound

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