



Meaningful Conversations (Paperback)

By Geoff Hudson-Searle

Troubador Publishing, United Kingdom, 2017. Paperback. Condition: New. UK ed.. Language: English . Brand New Book. A holistic overview of the essential leading methods of techniques and a hands-on guide for business professionals and those in higher education. Communications, strategy and business development and growth are essential for success and profitability in the business process and are all topics that businessman Geoff Hudson-Searle covers in his essential new tome, Meaningful Conversations. Readers will gain insights into these themes and many more topical subjects, including a wide range of tips, models and techniques that will help to build strong and effective solutions in today's business world. The terms `communications`, `strategy` and business development and `growth` have become overused during the last decade and have become devalued as a result. In this book Geoff aims to simplify these terms and to re-value management and leadership by addressing topics and subjects in each distinctive chapter, and in an accessible way. Meaningful Conversations is divided into these three key areas to make it easy to find the material you need. Each chapter within the three components relates strongly to each other but is also interrelated to all the other chapters. It is...

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