



Communication As A Management Tool

By Adrash Kumar Verma

2007. Hardcover. Book Condition: New. 280 This book is aimed at the hordes of young girls and boys who descend in an unceasing stream on the professional circuit intent on making a mark in life as managers. I have noticed in my decades as a professional, and in the decade teaching professional courses, how they innocently believe that management consists only of being obeyed. How greatly mistaken! This is a painstaking attempt to projects that management consists equally, if not more, of motivating, positioning, monitoring, marketing, persuading and other skills all of which require adept and varied communication methods. For, management begins with communication. If communication is not of the right kind, management is stillborn. Hope this make the youth realise this immutable fact of life. About The Author:- If there were a contest about the range of experience of a person, Prof. Adarsh Kumar Varma, would be very near the top of the table. He was distinguished a field, journalist for 33 years and rose to become the Editor of a daily, a weekly and a quarterly. Next he took up teaching and rose to become the Head of the Department of News Agency Journalism at the Indian institute...

DOWNLOAD



READ ONLINE

[5.68 MB]

Reviews

Thorough manual for ebook fans. it had been writtern quite properly and valuable. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Dr. Catherine Wehner

Absolutely among the best book I have possibly go through. I have go through and that i am certain that i am going to gonna read through once again again in the future. I am just delighted to tell you that this is basically the finest book i have got go through within my personal existence and could be he finest book for ever.

-- Brian Bauch