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Communication (Paperback)

By Roger Cartwright

John Wiley and Sons Ltd, United Kingdom, 2002. Paperback. Condition: New. Language: English . Brand New Book. This title presents a fast track route to mastering all aspects of successful communication. It covers the key areas of communication, from knowing your audience to understanding body language, and from building networks of contacts to using stories. It features examples and lessons from benchmark businesses, including American Express and The Body Shop and ideas from the smartest thinkers, including Naomi Klein, Richard Lewis and Frances Cairncross. It includes a glossary of key concepts and a comprehensive resources guide. Roger Cartwright is a consultant and author specializing in organizational behaviour, management, customer care and tourism. He is the author of over 20 books and has been responsible for the implementation of management development programs run in the US, Europe and India.

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