

<<职场定位沟通>>

图书基本信息

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内容概要

世界各国的大学生、研究生都面临着同一个挑战：如何一毕业就能找到称心的工作。如果你还没学会怎么编写自己的简历，还不知道如何应对求职面方式，那么就别指望走出校门就能找到一个如意的职位。

而一旦聘书到手，如何去适应新的单位、适应新单位里一张张生疏的面孔，又将马上成为你面临的新挑战，而且其中的困难比你想象的要大得多。

多少年来你一直以为你对别人的话总是洗耳恭听的，没想到去了新单位，新同事却说你对别人的话既听不进又听不懂。

多少年来你一直以为自己是个舞文弄墨的好手，没想到老板却说你“要命，连个便条都写不像！”你从没有想过，新的职场定位要求你一言一行都必须像个成熟的职业人员。

挑战和问题接踵而来，你不仅扮演不好职业人员的角色，而且连个人的生活也被搅得乱七八糟，一时间不知如何来平衡了！

从你受聘的第一天起，一直到你离开单位的那天为止，你可能在你的办公室里经历过种种情绪波动和打击。

这些问题，还有别的许多难以预料的挑战，说到宛若是个职场定位和关系管理的问题。

本书的两位作者先后在中美两国的名牌大学里任教，长为中美各种职业人员作职场定位和关系管理的咨询，具有丰富的理论和实践经验。

本书将帮助你理解和应对各种职场定位挑战，并手把手地教你如何掌握打开各种关系管理之门的钥匙。

本书只出英文版，先与中国的大学生和研究生见面，再于美国出版。

毫无疑问，本书将成为一本国际性的畅销读物。

Why is it that some people are highly successful in an organization and the larger social environment while others keep failing miserably? We believe that the key to success, among other factors, lies in how you interact with others and manage your relationship with them. The book takes a unique relationship management approach, in which we focus on six success factors, namely, communication, common interest, credibility, commitment, collaboration, and compromise, the so-called 6C's. The book discusses some of the new challenges of professional communication in context of the changes that have been occurring in society since the turn of the 21st Century. The first challenge that any graduating college student faces is how to find a job. Don't expect to land the best professional position if you have not learned how to write a resume or present yourself in an interview. Once you have got the job, you will soon feel the need to adapt to the new organization and the people there. The challenge can be enormous. You had all along believed that you were a good listener, but your new colleagues now say you are not. You had all along felt proud of your writing skills, but now your new boss says you can't even write a memo correctly. And you never thought you could be thrown into situations where you have to speak like an amateur professional. You might be overwhelmed by other problems that you had never foreseen. Even after having spent years in an organization, you might still find it difficult to balance between being an effective professional and being a person whom you have always wanted to be. From Day One when you enter an organization to the day you choose or are forced to leave, you may have felt frustrated, alienated, or angry within the confines of your office. You will encounter these issues, and many others. This book will provide you with the knowledge to handle these situations professionally and confidently. We will take you through all these challenges and provide our advice and suggestions informed by our own researches and life experiences working and living in the United States, China and other parts of the world.

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作者简介

葛丽尼，哲学博士。

葛丽尼教授执教于康涅狄格中央州立大学传播系，专长于企业及其他各类组织的传播和沟通研究。除执教与治学外，葛丽尼还就传播审计、职业定位和信息管理等专门领域向组织和个人提供咨询。她的研究成果发表于美国《大西洋传播杂志》、《传播研究报告》等

书籍目录

1. Professional Communication in a Changed Professional Environment 6 C's of Professional Communication
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4. Communicating in Organizations
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章节摘录

Trustworthiness is the level of honesty you are perceived to hold . You must do all you can at this point to develop a reputation for being absolutely trustworthy . Trustworthiness is judged along a continuum of being totally trustworthy to totally untrustworthy . It is a natural inclination to over-promise in order to impress your new supervisor and colleagues . However , if those expectations are not met , your trust credibility and ability to influence suffers . Further , your own self-respect will likely decrease , which leads to a decrease in your interpersonal attraction , as people do not like associating with those with little self-respect . Instead of over-promising , you can be much more successful in the long term if you fulfill promises , deliver or say no (with reasons) when you can't deliver what is being requested . Developing the ability to exceed expectations will further your relationship building . Goodwill is the third element in source credibility . It is especially important to maintain goodwill with those with whom you work on a regular basis . It is important that others see you as caring , versus being motivated primarily by selfish concerns . If we do not believe another person has our best interests at heart , we are highly unlikely to believe what he says to us . Goodwill can be established through sincerely listening to others and through gestures such as remembering birthdays (if doing so is acceptable in your organization) and extending congratulations and sympathy when situations arise . Competence , trustworthiness , and goodwill have long been known to be important factors in developing the impression of credibility. If we can establish these perceptions of ourselves in others , our relationship building opportunities will grow . Another way to open communication paths is through self-disclosure.

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媒体关注与评论

复旦大学出版社隆重推出国际著名传播学家居延安博士、葛丽尼博士合著原创力作《职场定位沟通》第二版。

本书已被美国最大教育出版集团McGraw Hill公司选为美国大学生、研究生谋职、经理主管及广大白领升迁的举荐范本。

本书也被有关教育专家定为高校双语课程的首选教材之一。

本书已成有望在外资、合资、涉外企事业组织谋职=升迁人员的必读文本。

“复旦全英语”系列由复旦大学出版社率先推出，再由欧美出版商同步出版。

全英语《职场定位沟通》第二版在全国各大书店均有出售。

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编辑推荐

复旦大学出版社隆重推出国际著名传播学家居延安博士、葛丽尼 (Glynis Fitzgerald) 博士合著原创力作《职场定位沟通》第二版 (2005年)。

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