

<<管理沟通理论与实践教程>>

图书基本信息

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## <<管理沟通理论与实践教程>>

### 内容概要

实验中心从培养经营管理类学生的动手能力、沟通能力、研究能力和创造性思维出发,率先提出从传统经管课程中“固化”出实验实践课程的思路,这是一种对传统教学模式的突破。

在自然科学、工程、农业和医药等领域,实验是经常需要进行的,相应学科的教学中都设有实验课程。

但是在像经济、管理、社会等领域,由于涉及人的主观因素和复杂的社会条件,不可控因素过多,再加上规模和成本、安全和道德等原因,无法进行像自然科学和工农医等领域中的实验。

但是随着信息学科与系统学科的发展,仿真技术不但进入了理工农医学科,也进入了经济、管理等学科,可以认为是一种广义的实验。

书籍目录

Chapter 1 Role of Communication in Business Organization 1.1 Warm-up Exercise 1.2 Key Concepts 1.2.1 What Is Managerial Communication 1.2.2 Overview of Theories in Managerial Communication 1.2.3 Types of Communication 1.3 Chapter Review 1.4 Application : The Crisis of an Insurance Company

Chapter 2 The Managerial Communication Process 2.1 Warm-up Exercise 2.2 Key Concepts 2.2.1 Levels of Managerial Communication 2.2.2 Basic Elements of Communication 2.2.3 Basic Communication Principles 2.2.4 Managerial Communication and Organizational Socialization 2.2.5 Barrie to Effective Communication 2.2.6 Strategies for Effective Communication 2.3 Chapter Review 2.4 Application : The Dilemma of a Female Colleague

Chapter 3 Intra-organizational Communication 3.1 Warm-up Exercise 3.2 Key Concepts 3.2.1 Definition of Intra-organizational Communication 3.2.2 Communication Flows and Networks in an Organization 3.2.3 Barrie to Effective Internal Communication 3.2.4 Improving Internal Communication 3.3 Chapter Review 3.4 Application : A Division Manager's Issues Christmas Orde

Chapter 4 Inter-organizational Communication 4.1 Warm-up Exercise 4.2 Key Concepts 4.2.1 Organizational Environment and Inter-organizational Communication 4.2.2 Maintaining Good Inter-organizational Relationships 4.2.3 Boosting Organizational Image 4.2.4 Providing Customer Services 4.3 Chapter Review 4.4 Application : Singan Supermarket

Chapter 5 Interpeonal Communication 5.1 Warm-up Exercise 5.2 Key Concepts 5.2.1 Definition of Interpeonal Communication 5.2.2 Issues in Interpeonal Communication 5.2.3 Communication and Conflict 5.2.4 Strategies for Building Harmonious Workplace Relationships 5.3 Chapter Review 5.4 Application : Yuri's Dilemma

Chapter 6 Intercultural Communication 6.1 Warm-up Exercise 6.2 Key Concepts 6.2.1 Intercultural and the Myths of Intercultural Communication 6.2.2 What Is Culture 6.2.3 Cultural Differences 6.2.4 Characteristics of an Effective Intercultural Communicator 6.3 Chapter Review 6.4 Application : Expatriate Training Challenge

Chapter 7 Managerial Listening 7.1 Warm-up Exercise 7.2 Key Concepts 7.2.1 Benefits of Listening 7.2.2 Barrie to Listening 7.2.3 Techniques for Effective Listening 7.3 Chapter Review 7.4 Application : Listening-Skill Training Exercise

Chapter 8 Memos 8.1 Warm-up Exercise 8.2 Key Concepts 8.2.1 Memos vs Lette 8.2.2 What Is a Good Memo 8.2.3 Writing Process 8.2.4 A Memo Model 8.3 Chapter Review 8.4 Application : Memo Writing Exercises

Chapter 9 Reports 9.1 Warm-up Exercise 9.2 Key Concepts 9.2.1 Types of Reports 9.2.2 Rules for Writing a Report 9.2.3 Elements of Memo Reports 9.2.4 Elements of Formal Reports 9.3 Chapter Review 9.4 Application : Report Writing Exercises

Chapter 10 Oral Presentatio 10.1 Warm-up Exercise 10.2 Key Concepts 10.2.1 Presentation Problems 10.2.2 Preparing a Presentation 10.2.3 Delivering Presentatio 10.3 Chapter Review 10.4 Application : Haler Group

Chapter 11 Conducting Interviews 11.1 Warm-up Exercise 11.2 Key Concepts 11.2.1 What Is Interviewing 11.2.2 Barrie in the Interview Process 11.2.3 Effective Interviewing on the Part of Interviewer 11.2.4 Effective Interviewing on the Part of Interviewee 11.3 Chapter Review 11.4 Application : Tom Smith and His Interview

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