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| Autore                  | Owens Rita R.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Titolo                  | Communication for consultants / / Rita R. Owens                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| Edizione                | [First edition.]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Descrizione fisica      | 1 online resource (xix, 119 pages)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Collana                 | Corporate communication collection, , 2156-8170                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Disciplina              | 658.45                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Soggetti                | Business communication<br>Business consultants<br>Electronic books.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Nota di bibliografia    | Includes bibliographical references (page [115]) and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Nota di contenuto       | 1. Key considerations for consultants -- 2. Pre-engagement communication -- 3. Engagement communication -- 4. Post-engagement communication -- Appendix A -- Appendix B -- Notes -- References -- Index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Sommario/riassunto      | From the moment of their first client engagement, consultants in all fields face communication opportunities and challenges. No matter what their focus may be--professional services, accounting, technology, operations, human resources, manufacturing, or marketing--consultants drive change. That change, from its initial definition through its development and deployment, must be precisely communicated to a variety of audiences and through a variety of mediums. Most business communication books do a good job leading professional writers and presenters through the basics of audience, organization, formatting, and mechanics. But, only few focus on a specific business role, such as that of a consultant, and give guidance for communicating during all stages of a project. From the pre-engagement process, to the actual engagement, to the post-engagement follow-up, consultants are challenged by the variety of audiences whose roles continually shift throughout a project. This book guides a current or would-be consultant through the various phases of a typical engagement and gives practical advice and direction on |

written and oral communication throughout a project. Current and future consultants in all fields will gain specific knowledge about writing and presenting to a variety of audiences including clients, team members, managers, and executives.

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