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Autore	Simon Phil
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Other Communication and Language Atrocities Next Appendix 3A Notes Chapter 4: How We Say It - E-Mail Is Dead. Long Live E-Mail! A Communications Dynasty: Explaining E-Mail's Impressive Reign E-Mail Nation How We're Working Isn't Working Next Notes Chapter 5: Why Bad Communication Is Bad Business - The Unintended Consequences of Mixed and Missed Messages One Size Does Not Fit All Message Not Received Decreased Clarity, Credibility, and Trust Lost Sales Severed Relationships and Burnt Bridges Poor Execution and Strategic Blunders Lower Productivity Inefficiency, Waste, and Severed Relationships Increased Risk of Project Failure Other Long-Term Employee Issues Net Effect: A Vicious Cycle Next Notes Part III: Message Received Chapter 6: Don't Call It a Paradigm - Guidelines for Effective Business Communication Language E-mail Selecting a Communications Medium Handling the Fallout Next Notes Chapter 7: Words and Context - Building a Solid Communication Foundation A Trip Down Memory Lane The World of Words Communication Context, Awareness, and Technique Next Notes Chapter 8: Life Beyond E-Mail - How Progressive Organizations are Using New Tools to Enable More Effective Collaboration and Communication Communication and Collaboration Circa 2004 The Benefits of Old Tools E-Mail Detox If Not E-Mail, Then What? True Communication and Collaboration in Action New Tools: No Guarantees Next Notes Part IV: What Now? Coda - Was This Message Received? Selected Bibliography About the Author Index .

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#### Sommario/riassunto

Get your message across the right way with clear communication Message Not Received provides the tools and techniques that make an effective writer and public speaker. Particularly on topics related to data and technology, effective communication can present a challenge in business settings. This book shows readers how those challenges can be overcome, and how to keep the message from getting lost in the face of mismatched levels of knowledge, various delivery media, and the library of jargon that too often serves as a substitute for real, meaningful language. Coverage includes idea crystallization, the rapidly changing business environment, Kurzweil's law of accelerating change, and our increasing inability to understand what we are saying to each other. Rich with visuals including diagrams, slides, graphs, charts, and infographics, this guide provides accessible information and actionable guidance toward more effectively conveying the message. Today, few professionals can ignore the tsunami of technology that permeates their lives, advancing far more rapidly than most of us can handle. As a result, too many people think that successful speaking means using buzzwords, jargon, and invented words that sound professional, but don't actually communicate meaning. This book provides a path through the noise, helping readers get their message across succinctly, efficiently, and effectively. Adapt your approach for more effective communication Learn the critical skill of crystallizing ideas Tailor your style to the method of delivery Ensure that your message is heard, understood, and internalized It doesn't matter whether you're pitching to a venture capitalist, explaining daily challenges to a non-tech manager, or speaking to hundreds of people - jargon-filled word salad uses a lot of words to say very little. Better communication requires a different approach, and Message Not Received gives you a roadmap to more effective speaking and writing for any audience or medium.

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