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| Autore                  | Simon Phil                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Titolo                  | Message not received : why business communication is broken and how to fix it / / Phil Simon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| Soggetti                | Business communication<br>Business communication - Technological innovations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| Nota di contenuto       | Machine generated contents note: Preface Acknowledgments Part I: Background and Introduction Introduction: The Big Collision - The Intersection of Business, Language, Communication, and Technology Subject: The Other Scourge of Business Communication Technology and the Cardinal Importance of Business Communication What's the Big Whoop? From Pencils to WhatsApp: A Little History Lesson Book Overview and Outline My Communication Bona Fides Next Chapter 1: Technology Is Eating the World - The Dizzying Nature of Today's Existence Whoops Accelerating Technological Change Goldfish and Declining Attention Spans A Communications Revolution Unprecedented Automation and Artificial Intelligence The Age of the Entrepreneur Disruption Is Cool SEO, Google, and the Really Long Tail Marketing Madness Mobile Mania BYOD The Rise of the Tech Celebrity A New Body Politic Other Trends Next Notes Chapter 2: The Increasingly Overwhelmed Employee - Is This the New Normal? Mad Men No More Abundant Leisure: Keynes Was Wrong Drowning in Data Demonizing the Tech Companies The Limits of Technology's Tentacles A Different Kind of Workplace Is Being Overwhelmed Even a Choice Anymore? Next Notes Part II: Didn't You Get that Memo? - Why We Don't Communicate Good at Work Chapter 3: What We Say - Examining Words at Work Jargon: The Cause of So Much Noise Beyond Jargon: |

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 Nation How We're Working Isn't Working Next Notes Chapter 5: Why  
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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.