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Sommario/riassunto	<p>Effective communication through authentic leadership A rapidly evolving workplace and disruptive technologies have created a growing demand for transparency and authenticity in communication from business leaders. Yet many decision-makers find themselves far behind the curve when it comes to understanding and meeting the evolving expectations of employees and customers. Real Communication: How to Be You and Lead True reveals how to guide and communicate in a way that is authentic and will help business leaders truly connect and engage with their teams, customers, and coworkers.</p> <ul style="list-style-type: none"> • Communicate more effectively • Improve employee engagement • Manage organisational changes • Help teams cope with change <p>When employees trust their leaders, businesses thrive. In Real Communication you will find everything you need to implement new strategies, instill core values, and cultivate engagement.</p>