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Nota di contenuto	Contents; Preface; 1 Communication: its nature, scope and purpose; 2 What makes for effective communication; 3 Prerequisites for success: preparation and listening; 4 Being persuasive: getting agreement from others; 5 Meetings: making them work; 6 Presentations: speaking successfully 'on your feet'; 7 Negotiation: making the best deal; 8 Telephone communication: its special nature; 9 The nature of the written word; 10 The writing process: what to say and how to say it; 11 The different forms of written communication; 12 The ubiquitous email: dos and don'ts; 13 Dealing with numbers; Afterword Index
Sommario/riassunto	Communication is easy isn't it? Well it may seem so, but consider honestly when was the last time you were involved in a breakdown of communications? And how long ago was one such a veritable derailment? For most people and in most organizations this happens regularly. It matters. Communication - effective communication - makes things happen. There can be a great deal hanging on it. Whether the communication concerned is a simple email, a contribution to a meeting, a report or a presentation, it can prompt agreement or action,

it can seal a good deal; drive a hard bargain and enhance your prof
