

<<管理沟通-(英文版)>>

图书基本信息

书名：<<管理沟通-(英文版)>>

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内容概要

《管理沟通》属于商务英语高级阶段教材，也可供MBA教学使用。

《管理沟通读本》的定位的补充读物，也可供有一定英语基础和管养具有管理和商务沟通能力的复合型人才。

《管理沟通》内容由交际、管理和领导三部分组成，以交际为主。

《管理沟通》用英语编写，作者是Lin Bothwell，哈佛行为学博士，大学教授，曾在美国出版领导艺术一书，该书常销13年。

该作者曾在清华大学管理学院授课，讲授管理沟通课程。

《管理沟通》共14章，前4章介绍了沟通的基本理论和技巧；第五至第11章介绍了组织内外的管理沟通的各个方面，包括管理过程、人力资源管理、营销管理、跨组织管理等；最后三章介绍了高层管理沟通，包括战略管理、决策和领导力等。

每章有练习题，部分章节有案例。

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作者简介

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书籍目录

Chapter 1 A Communication Model
What Is Communication; Barriers to Effective Communication; Communication in Practice
Chapter 2 Interpersonal Communication Skills for Managers
Interpersonal Communication; Types of Interpersonal Communication
Chapter 3 Oral Communication Skills
Listening and Speaking; Non-verbal Communication; Public Speaking
Chapter 4 Written Communication Skills
Communication Through Writing; The Process of Writing
Chapter 5 The Process of Management
Planning; Organizing; Directing ; Controlling
Chapter 6 Human Resource Management I
Recruitment and Selection; The Job Hunting Process; New Employee Orientation; Training and Team Building; Motivation of Employees
Chapter 7 Human Resource Management II
Organizational Constraints; Delegation; Job Enrichment; Employee Appraisals, Discipline and Development; Succession Planning
Chapter 8 General Management Challenges
Showing Respect for Every Employee; Group Climate and the Management of Frustration and Conflict; The Management of Time; Managing Effective Meetings
Chapter 9 Marketing Communication
Marketing; Advertising; Sales; Customer Service
Chapter 10 Inter-organizational Communication
What Is the Same? What Is Different?; Guidelines for Inter-organizational Communication
Chapter 11 International Management and Intercultural Communication
Language; Non-verbal Communication Elements; Culture
Chapter 12 Strategic Management Communication
Introduction; Aspects of Strategic Planning; Communication in Strategic Management
Chapter 13 Executive Decision Making
Decision Making and Top Management; Effective Decision Making; Problem Solving
Chapter 14 Leadership and Communication
What Is Leadership?; Approaches to Leadership; Leadership by Objectives and Results
Appendix A Exercises for Personal Assessment
Appendix B Guidelines for Teachers and Trainers
Bibliography

章节摘录

Communication is the single most important leadership skill and the most important organizational topic to be discussed in this book. Civilization is created through communication; culture is transmitted to future generations, problems are solved, relationships formed, all that makes us human is wrapped up in our ability to communicate effectively. Communication can be defined as a two-way transfer of meaning. Each part of this definition contains meaning that aids in understanding what communication is and does. Two-way implies that communication is an interactive process with information both being sent and returning. The term transfer in the definition implies that the meaning must get from one person to another. There is no current "Mork from Ork" technique for touching another person and instantaneously transferring information. Therefore, your message must go through a medium. There are problems in getting the message through that medium. The third part of the definition is the concept of meaning. The definition could read "a two-way transfer of information, ideas, concepts, or feelings." Any of these definitions would have been adequate, but the word meanings was chosen because several concepts associated with the term meanings aid in the understanding of communication. First, meanings come from two places: inside the communicator and from the context (environment) of the communication. When you are communicating with a different person, or the same person in a different environment, the meaning will change. Telling employees to get a job done immediately will sound different to them on a Friday afternoon than it will on a Tuesday morning. Second, people develop meanings for communication symbols based on their experience. Since no two people have the same experience, no two people will have the same meanings. A client may call you and say that his check was incorrect. What you think of, as a check may not be what he means by a check. In fact, he could be referring to an invoice, a receipt, or a bill of lading. Third, and the most important concept to understand: Words do not have meanings, only people have meanings. If you want your brain filaments to burn out, consider the fact that the word word is a word. What does the word word mean ?

It does not mean anything. It is just a collection of squiggly lines. I know what word means to me. You know what word means to you. If we share a common meaning we can communicate.

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编辑推荐

《管理沟通》为未来的经理人打开管理沟通之门，旨在帮助读者掌握沟通技巧。

以解决职业生涯中可能遇到的沟通问题——从求职到有效管理再到战略层面的领导与沟通。

《管理沟通》共14章，1~4章介绍了沟通的基本理论和技巧；5~11章介绍了管理过程、人力资源管理、营销管理等管理沟通的各个方面；11~14章介绍了战略管理、决策和领导力等高层管理沟通技巧。

《管理沟通》可作为经管类、商贸类专业课程的补充教材，可供MBA和商务英语教学使用，也可供有一定英语基础和管理经验的社会读者使用。

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