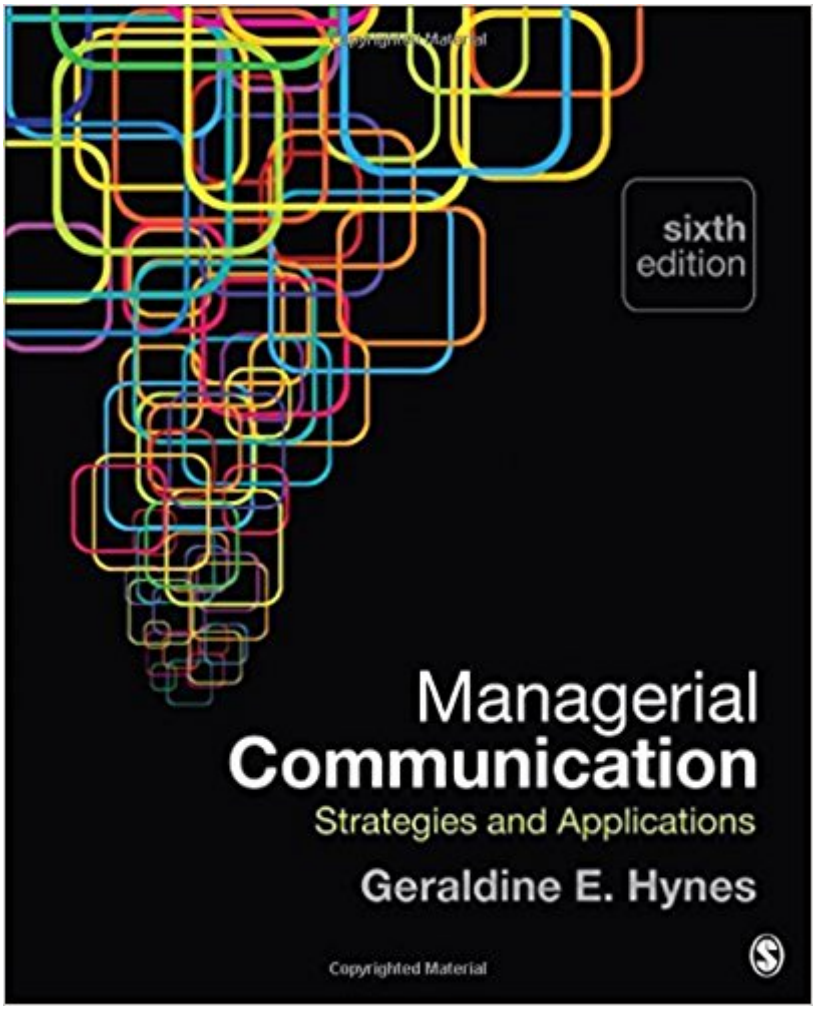
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Managerial Communication: Strategies And Applications



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Synopsis

A Practical, Strategic Approach to Managerial CommunicationÃ Â Ã Â Managerial Communication: Strategies and Applications focuses on communication skills and strategies that managers need in todayÃ¢â ¬â„¢s workplace. This book continues to be the market leader due to its strategic approach, solid research base, comprehensive coverage, balanced examination of oral and written communication, and focus on managerial, not entry-level, competencies. In the Sixth Edition, author Geraldine E. Hynes preserves the bookÃ¢â ¬â„¢s key strengths while reflecting the realities of the contemporary workplace.

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Customer Reviews

"To say that effective communication is a cornerstone of effective management is a considerable understatement. No matter how strong a person’s technical abilities may be, if they can’t communicate effectively then they might as well not have done the work. I’ve been using this text for over a decade since I took Dr. Hynes’ course during undergraduate studies. Of all the texts in my library this is the one I reference the most. It is brilliantly organized, filled with real world examples, and, simply put, stunningly effective." --Ted Craver"This text provides an excellent combination of managerial theory with managerial communications."--Marcel M. Robles"Dr. Hynes has provided a wealth of information here that is well grounded in theory, yet is applied in a practical manner, and offered in a clear, understandable, relatable way. Beyond the classroom, the text could serve as an excellent guide for managers as they progress through their careers."--Nancy Schullery, Ph.D."To say that effective communication is a cornerstone of effective management is a considerable

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"To say that effective communication is a cornerstone of effective management is a considerable understatement.Ã Â No matter how strong a personÃ¢â ¬â„¢s technical abilities may be, if they canÃ¢â ¬â„¢t communicate effectively then they might as well not have done the work.Ã Â Ã Â Ã Â Ã Â Ã Â IÃ¢â ¬â„¢ve been using this text for over a decade since I took Dr. HynesÃ¢â ¬â„¢ course during undergraduate studies.Ã Â Of all the texts in my library this is the one I reference the most.Ã Â It is brilliantly organized, filled with real world examples, and, simply put, stunningly effective." (Ted Craver)"This text provides an excellent combination of managerial theory with managerial communications." (Marcel M. Robles)"Dr. Hynes has provided a wealth of information here that is well grounded in theory, yet is applied in a practical manner, and offered in a clear, understandable, relatable way. Beyond the classroom, the text could serve as an excellent guide for managers as they progress through their careers." (Nancy Schullery, Ph.D.)"The book is indeed very practical. Recently, I finished a different communication course. The behavioral approach to managerial communication (explained in chapter one) is a wonderful description of that textbook. Communication seemed to require a new set of rules for every situation. I probably walked away with one good application. In contrast, this book has a realistic approach that helps me learn practical skills." (Lauren)

I would give it zero stars if i was able. The "example" that was used to show "differences in basic beliefs" was a very bad example of making a point. The events of the incident was incorrect how she stated it. By what resource is she getting her information from? It’s very offensive to classify a "race" or group of "people" based on someone else’s bad decisions. We have seen our terrorists to be Muslim, but that doesn’t define their people as terrorists. This book should not be used for educational purposes at all!

If I could give it a negative I would.As a textbook on managerial communication, it is an outrageous tool. Ms. Hynes uses an example about the Hmong people & deer hunting incident that is grossly misrepresented and lacks credibility. This textbook should be removed from the education circulation. This incident was a highly publicized case and a simple Google search would've shown that this incident took place in upper Wisconsin, NOT MN as she stated. It also left 6 hunters dead and two injured--NOT what she cited. Ms. Hynes did not provide citation for her "facts". Furthermore, Ms. Hynes indicates that Mr. Vang's refusal to acknowledge private land as private land and to respect that shows how Hmong people are as a whole. For Ms. Hynes to lump a whole race based on one person's action is reckless and irresponsible; especially coming from someone of her educational background, and a textbook that is supposed to educate people on "communication" and understanding other people who aren't "like you." This textbook is based on her racist OPINION and not on facts. There should be NO tolerance for this type of "education" in the classroom. She clearly did not do her research and it shows her lack of credibility. It is APALLING, to say the very least.

Good product. Good Price.

I like this book, but I like better how easy it is to get it and to return it.

Racist hogwash.

Excellent

Excellent book

I'm reading the negative comments and agree that it's racist and ignorant towards Hmong people. I have no idea how the book got published. In one passage the author brings up one awful and tragic incident involving a Hmong hunter and completely generalizes one group of people as not knowing what "private property" is. She further states, "we truly are not alike under the skin, brothers and sisters in the common family of humanity. We differ appreciably." So are the Hmong savages and animals? Are they not humans under the skin? I guess if they do not speak English and are not from where she comes from then they must be human like her. This lady has some ignorant ideas for

sure. Not cool.

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