

Corporate conversations: a guide to crafting effective and appropriate internal communications

Holtz, Shel, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20438018&lokasi=lokal>

Abstrak

Companies that communicate well with their employees tend to perform better in terms of profitability, customer acquisition and retention, and reputation. This book aims to help companies improve their communication skills and align business correspondence with the corporate message. By showing how to present messages in a way that promotes commitment and productivity, the book reveals how organizations can significantly improve their bottom-line results.