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This is a wide-ranging, up-to-date introduction to modern business communication, which integrates communication theory and practice and challenges many orthodox views of the communication process. As well as developing their own practical skills, readers will be able to understand and apply principles of modern business communication. Among the subjects covered are: interpersonal communication, including the use and analysis of nonverbal communication group communication, including practical techniques to support discussion and meetings written presentation, including the full range of paper and electronic documents oral presentation, including the use of electronic

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manage in a crisis. The book is ideal for the small business operator, the arts practitioner or for anyone serious about building a credible media profile. Readers should be able to easily implement the strategies outlined in the book to achieve their goals or, alternatively, use the information to confidently brief a professional publicist. The media landscape is undergoing the biggest transformation, some say, since the development of the Gutenberg printing press. The internet has given rise to the citizen journalist, with social media tools like Facebook and Twitter allowing us all to become active participants in the generating of news. Newsrooms are now completely reinventing themselves, and journalists regularly make 'call outs' via social media to source experts and information for stories. This easy access to the internet means the public is much more media savvy- social media can create overnight sensations and celebrities.

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