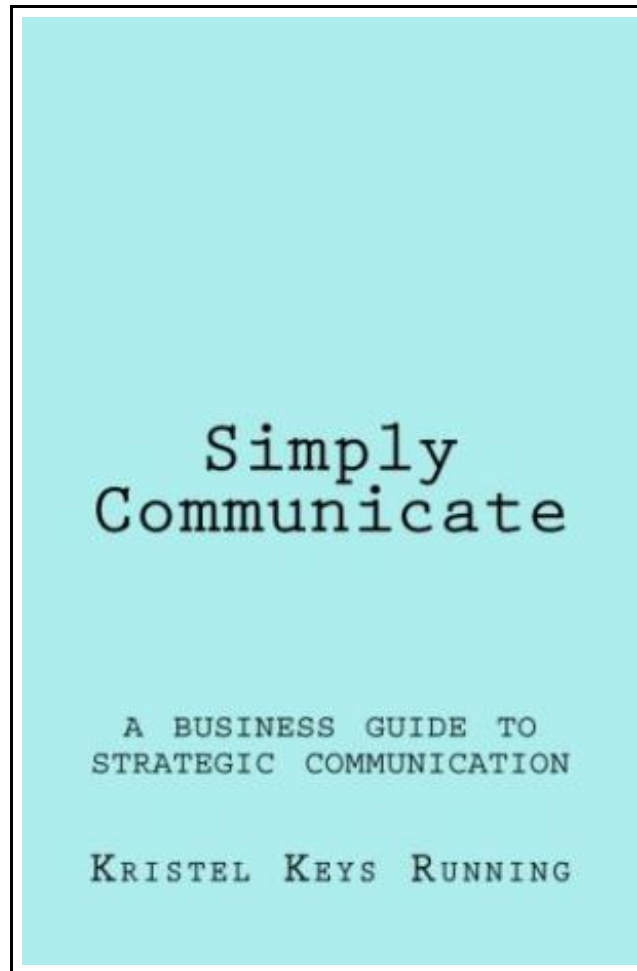


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SIMPLY COMMUNICATE: A BUSINESS GUIDE TO STRATEGIC COMMUNICATION



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Createspace, United States, 2015. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is intended to help businesses recognize that communication is an important aspect of creating a successful business. The book guides businesses and managers through the why s and how s of communication strategy and upon completion of the book they should have a solid and customized communications strategy for their company. There are activities at the end of each chapter that will allow the reader to accomplish this. This book is all encompassing as it describes why communication is important to a business and covers communication problems, knowing your audience, and even includes the receiving end of communication. Intended to be a do-it-yourself guide, this book will teach the reader what is necessary for effective communication and they will be able to lead others in communicating successfully. It will also provide a solid background so the reader can provide training to their staff and set expectations for them to follow. The book teaches the reader that they should make time for communication efforts and those efforts should be a priority at their company. Strategic communication can increase sales, improve customer loyalty and build relationships. The book is a do-it-yourself guide for businesses who want to identify their needs and create a strategy to be effective communicators. Have you ever wanted to increase your communication efforts, but didn t know where to start? Or perhaps your company is experiencing siloing or inconsistency in messaging. Maybe you are constantly sending and receiving emails that go on and on or having endless conversations. The world of communications can be confusing and time consuming. Questions such as Am I providing too much information?, Am I sending enough information?, and Am...



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