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Classroom-proven guidelines and step-by-step explanations help students successfully organise letters, memos, reports, presentations and meetings, and hundreds of business examples show how - and how not - to express ideas

When was the last time you listened to someone, or someone really listened to you? "If you ' re like most people, you don ' t listen as often or as well as you ' d like. There ' s no one better qualified than a talented journalist to introduce you to the right mindset and skillset—and this book does it with science and humor." -Adam Grant, #1 New York Times bestselling author of *Originals* and *Give and Take*
Hand picked by Malcolm Gladwell, Adam Grant, Susan Cain, and Daniel Pink for Next Big Ideas Club "An essential book for our times." -Lori Gottlieb, New York Times bestselling author of *Maybe You Should Talk to Someone*
At work, we ' re taught to lead the conversation. On social media, we shape our personal narratives. At parties, we talk over one another. So do our politicians. We ' re not listening. And no one is listening to us. Despite living in a world where technology allows constant digital communication and opportunities to connect, it seems no one is really listening or even knows how. And it ' s making us lonelier, more isolated, and less tolerant than ever before. A listener by trade, New York Times contributor Kate Murphy wanted to know how we got here. In this always illuminating and often humorous deep dive, Murphy explains why we ' re not listening, what it ' s doing to us, and how we can reverse the trend. She makes accessible the psychology, neuroscience, and sociology of listening while also introducing us to some of the best listeners out there (including a CIA agent, focus group moderator, bartender, radio producer, and top furniture salesman). Equal parts cultural observation, scientific exploration, and rousing call to action that's full of practical advice, *You're Not Listening* is to listening what Susan Cain's *Quiet* was to introversion. It ' s time to stop talking and start listening.

From the moment of their first client engagement, consultants in all fields face communication opportunities and challenges. No matter what their focus may be—professional services, accounting, technology, operations, human resources, manufacturing, or marketing—consultants drive change. That change, from its initial definition through its development and deployment, must be precisely communicated to a variety of audiences and through a variety of mediums. Most business communication books do a good job leading professional writers and presenters through the basics of audience, organization, formatting, and mechanics. But, only few focus on a specific business role, such as that of a consultant, and give guidance for communicating during all stages of a project. From the pre-engagement process, to the actual engagement, to the post-engagement follow-up, consultants are challenged by the variety of audiences whose roles continually shift throughout a project. This book guides a current or would-be consultant through the various phases of a typical engagement and gives practical advice and direction on written and oral communication throughout a project. Current and future consultants in all fields will gain specific knowledge about writing and presenting to a variety of audiences including clients, team members, managers, and executives.

In today ' s online world, our professional image depends on our ability to communicate. Whether we ' re communicating by email, text, social media, written reports or presentations, how we use our words often determines how others view us. This book offers tips and techniques that can improve anyone ' s professional image. The author covers how to analyze multiple audiences and strategies for communicating your message effectively for each; structuring your message for greatest readability and effect; persuasion and tone; and how to face your own fears of writing. The content is delivered in a simple, clear style that reflects the Zen approach of the title, perfect for both the entry-level employee and the seasoned executive.

Today's managers, business owners, and public relations practitioners grapple daily with a fundamental question about contemporary crisis management: to what extent is it possible to control events and stakeholder responses to them, in order to contain escalating crises or safeguard an organization's reputation? The authors meet the question head-on, departing from other crisis management texts, and arguing that a complexity-based approach is superior to the standard simplification model of organizational learning.

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