

《管理沟通双语教程》

图书基本信息

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内容概要

管理沟通是一门实践性很强的课程。本书将管理沟通的理论知识与基本技能紧密结合，在理论阐述的基础上注重提升读者的实际操作能力。本书内容涵盖四大模块：一、管理沟通基础，在提出基本概念的基础上，阐述有效沟通的原理、沟通策略的选择；二、个人沟通技能，探讨倾听和面谈技能、口头沟通中的演讲与视觉辅助手段、笔头沟通中的商务信函写作；三、组织沟通技能，介绍组织内部和外部沟通、会议组织与沟通；四、管理沟通专题，包括非言语沟通、跨文化沟通以及冲突沟通等。本书可作为高等院校经济管理类专业本科生、研究生，以及MBA、EMBA相关课程的学习教材，也可作为企业经营管理者培训参考用书。

书籍目录

Chapter 1 Introduction to Management Communication

1

Introduction

1

Section 1: Defining Communication

1

1. Communication

1

2. Management Communication

2

3. Importance of Communication in an Organization

4

Section 2: Communication Process

5

1. Communication Process

5

2. Means of Communication

7

Section 3: Communication Flows in an Organization

11

1. The Levels of Communication

12

2. Communication Flow in Organizations

14

Section 4: Communication Barriers

16

1. Communication Barriers

16

2. Overcoming Communication Barriers

19

Part One: Case Study

22

Part Two: Class Practice

23

Part Three: Discussion Questions

23

Part Four: Further Reading

23

Reference

25

Chapter 2 Communication Strategy

27

Introduction

27

Section 1: Communicator Strategy

27

1. What is Your Objective?

27	
2. What Communication Style do You Choose?	
29	
3. What is Your Credibility?	
31	
Section 2: Audience Strategy	
32	
1. Who are They?	
32	
2. What do They Know and Expect?	
34	
3. What do They Feel?	
35	
4. How Can You Motivate Them?	
37	
Section 3: Message Strategy	
40	
1. Emphasize Your Conclusion	
40	
2. Organize Your Message	
42	
Section 4: Channel Choice Strategy	
44	
1. Written Channels	
46	
2. Oral-only Channels	
47	
3. Blended Channels	
48	
Section 5: Culture Strategy	
49	
Part One: Case Study	
53	
Part Two: Class Practice	
54	
Part Three: Discussion Questions	
54	
Part Four: Further Reading	
55	
Reference	
59	
Chapter 3 Listening and Feedback	
61	
Introduction	
61	
Section 1: Defining Listening	
62	
1. To be a Good Listener is not Easy	
62	

2. Defining Listening	63
3. Listening is a Process	65
Section 2: Barriers of Listening	69
1. Barriers of Listening	69
2. Ten Worst Listening Habits	74
Section 3: Effective Listening	76
1. Effective Listening	76
2. Suggestion for Effective Listening	79
Section 4: Feedback in Listening	81
1. Power of Feedback	81
2. Vital Components to the Feedback	82
3. Giving and Receiving Feedback	84
Part One: Case Study	87
Part Two: Class Practice	88
Part Three: Discussion Questions	89
Part Four: Further Reading	89
Reference	90
Chapter 4 Speaking	92
Introduction	92
Section 1: Defining Speaking	92
1. People Often Fear Before Making Presentations	92
2. How to Overcome the Fears	93
3. The Process of Speaking	94
4. Elements of Speaking	95
5. Purposes for Speaking	

96	
Section 2: How to Structure Speaking	
97	
1. Preparing What to Say	
98	
2. Preparing Your Notes	
102	
3. Questions and Answers	
103	
4. Other Speaking Situations	
107	
Section 3: Skills of Effective Speaking	
112	
1. Do Speak up. Don ' t Mumble	
112	
2. Do be Brief. Don ' t Talk on and on about Your Points	
114	
3. Do Look at Your Listeners. Don ' t Avoid Looking at Your Listeners	
115	
4. Do Organize Your Points. Don ' t Ramble	
116	
5. Do Use Visual Aids When Appropriate. Don ' t Rely Only on Speaking	
117	
6. Do Use Natural Gestures. Don ' t be Stiff	
118	
7. Do Maintain a Comfortable Pace. Don ' t Rush or Dawdle	
120	
8. Do Vary Your Volume, Pitch, and Tone. Don ' t Talk without Showing Emotion or Expression	
120	
9. Do Use Pauses Effectively. Don ' t Stop and Start	
120	
10. Do Listen. Don ' t Ignore Your Listeners ' Gestures or Comments	
121	
Part One: Case Study	
124	
Part Two: Class Practice	
124	
Part Three: Discussion Questions	
125	
Part Four: Further Reading	
125	
Reference	
138	
Chapter 5 Negotiation	
139	
Introduction	
139	
Section 1: Defining Negotiation	

139	
1. What is Negotiation?	139
2. Bargain and Negotiation	140
3. Characters of Negotiation	142
4. Stages of Negotiation	143
Section 2: The Principle of Negotiation	145
1. The History and Development of Principled Negotiation	146
2. Principled Negotiation	147
Section 3: Negotiation Strategy	150
1. The System for Negotiation Goal	151
2. Four Common Strategies	152
3. Characteristics of Different Engagement Strategies	154
Section4: The Skills of Successful Negotiation	157
1. Preparing for a Successful Negotiation	157
2. Style is Critical	158
3. Emotion is Important	158
4. Finding a Fair Compromise	158
5. Negotiating Successfully	159
6. Six Common Pitfalls to Avoid	160
Part One: Case Study	164
Part Two: Class Practice	165
Part Three: Discussion Questions	165
Part Four: Further Reading	165
Reference	167
Chapter 6 Interview	168

Introduction	168
Section 1: Defining Interview	168
1. What is Interview?	169
2. Interview Styles	169
Section 2: Job Interview	173
1. Before Interview	173
2. During Interview	179
3. After Interview	181
Section 3: Skills of Successful Interview	183
1. Manners of Interview	183
2. Answer Skills	184
Part One: Case Study	187
Part Two: Class Practice	188
Part Three: Discussion Questions	188
Part Four: Further Reading	189
Reference	192
Chapter 7 Writing	193
Introduction	193
Section 1: Defining Writing	193
1. What is Writing?	194
2. Writing Types	194
3. Writing Process	196
Section 2: Principles of Writing	199
Section 3: Skills of Writing	202
Section 4: Business Letters	

207	
1. What is a Business Letter?	207
2. Types of Business Letter	208
3. How to Write a Business Letter	209
Part One: Case Study	213
Part Two: Class Practice	214
Part Three: Discussion Questions	214
Part Four: Further Reading	215
Reference	217
Chapter 8 Organizational Communication	218
Introduction	218
Section 1: Defining Organizational Communication	218
1. Historical Trends and the Increasing Importance of Organizational Communication	220
2. Theoretical Perspectives	221
3. Key Functions of Organizational Communication	224
Section 2: Internal Organizational Communication	226
1. Benefits of Internal Communication	226
2. Common Causes of Problems in Internal Communications	226
3. Key Principles to Effective Internal Organizational Communications	228
4. Key Distinctions to Support Effective Internal Communications	229
Section 3: External Organizational Communication	237
1. Public Relations	237
2. Media Relations	243
3. Reputation Management	246
Section 4: Making Successful Organizational Communication	

249	Communication Strategies, Systems, and Skills
249	Part One: Case Study
255	Part Two: Class Practice
256	Part Three: Discussion Questions
256	Part Four: Further Reading
256	Reference
259	Chapter 9 Meeting
260	Introduction
260	Section 1: Defining Meeting
260	Section 2: When and How to Organize a Meeting
262	1. When to Call a Meeting?
262	2. How to Organize a Meeting
263	Section 3: Skills of Organizing Meeting
271	1. Chose the Suitable Meeting Style
271	2. Some Useful Meeting Tips
272	Part One: Case Study
280	Part Two: Class Practice
282	Part Three: Discussion Questions
282	Part Four: Further Reading
282	Reference
283	Chapter 10 Nonverbal Communication
284	Introduction
284	Section 1: Defining Nonverbal Communication
285	1. What is Non-verbal Communication?
285	

2. The Relation between Verbal and Nonverbal Communication

287

Section 2: Function of Nonverbal Communication

288

Section 3: Types of Non-verbal Communication

289

Section 4: Use Nonverbal Communication Successfully

296

Part One: Case Study

299

Part Two: Class Practice

300

Part Three: Discussion Questions

301

Part Four: Further Reading

301

Reference

304

Chapter 11 Cross-cultural Communication

305

Introduction

305

Section 1: Defining Cross-cultural Communication

306

1. What is a Culture?

306

2. What is a Communication?

306

3. What is a Cross-cultural Communication?

307

Section 2: Functions of Cross-cultural Communication

308

Section 3: Barriers of Cross-cultural Communication

310

1. Physical Barriers

310

2. Emotional Barriers

311

3. Perceptual Barriers

312

4. Cultural Barriers

312

5. Language Barriers

313

6. Gender Barriers

313

Section 4: Strategy of Cross-cultural Communication

314

1. Know Yourself and Your Own Cultural Context

315	
2. Know Your Audience and Match the Message to Their Communication Needs and Styles	
316	
3. Respect English Language Barriers	
317	
4. Be Mindful of the Whole Message you are Sending	
318	
5. Respect Your Audience and Suspend Judgment	
318	
6. Use Active Listening and Check for Understanding	
319	
7. Act Authentically	
320	
8. Don ' t Spring Surprises	
321	
Part One: Case Study	
323	
Part Two: Class Practice	
323	
Part Three: Discussion Questions	
324	
Part Four: Further Reading	
324	
Reference	
324	
Chapter 12 Conflict Management And Communication	
326	
Introduction	
326	
Section 1: Defining Conflict	
327	
1. A Definition of Conflict	
327	
2. Transitions in Conflict Views	
328	
3. Classification of Conflicts	
331	
4. Sources of Conflict in Organizations	
334	
Section 2: Analysis of Conflict Process	
336	
Section 3: Strategies and Techniques of Conflict Management	
345	
1. A Definition of Conflict Management	
345	
2. Steps to Manage Conflict	
346	
3. Strategies of Conflict Management	

347

4. Techniques of Conflict Management

349

Part One: Case Study

359

Part Two: Class Practice

360

Part Three: Discussion Questions

361

Part Four: Further Reading

361

Reference

363

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