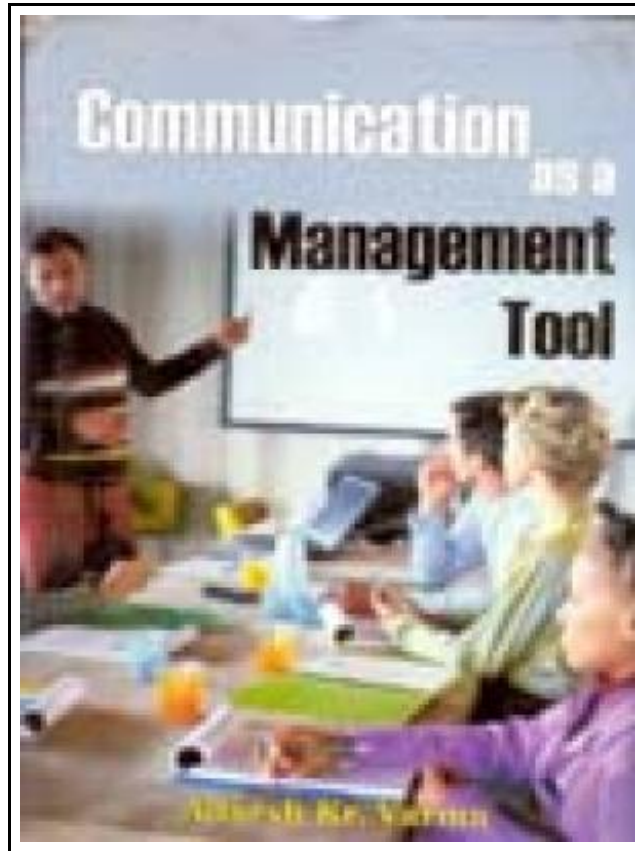


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2007. Hardcover. Book Condition: New. 280 This book is aimed at the hordes of young girls and boys who descend in an unceasing stream on the professional circuit intent on making a mark in life as managers. I have noticed in my decades as a professional, and in the decade teaching professional courses, how they innocently believe that management consists only of being obeyed. How greatly mistaken! This is a painstaking attempt to projects that management consists equally, if not more, of motivating, positioning, monitoring, marketing, persuading and other skills all of which require adept and varied communication methods. For, management begins with communication. If communication is not of the right kind, management is stillborn. Hope this make the youth realise this immutable fact of life. About The Author:- If there were a contest about the range of experience of a person, Prof. Adarsh Kumar Varma, would be very near the top of the table. He was distinguished a field, journalist for 33 years and rose to become the Editor of a daily, a weekly and a quarterly. Next he took up teaching and rose to become the Head of the Department of News Agency Journalism at the Indian institute of Mass Communication. Simultaneously he conceptualized the discipline of Advanced Journalism. The next stop was teaching the role of communication in management for the benefit of MBA students. All this while he kept on writing, writing, writing. There are more than 10000 published articles, and more are being written every month. There are six books including one with the tell-tale title Advanced Journalism. This, the seventh one, discusses his latest love, communication for management. Prof. Varma figures in INFA Yearbook 1986. Reference Asia, Vol. V and Learned Asia, Vol. I. Contents:- Foreword Preface Acknowledgements PART I : SYMBIOTIC RELATIONSHIP Crusoe,...

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