



Assertiveness at Work: A Practical Guide to Handling Awkward Situations

Ken Back

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"Assertiveness at Work" tackles the realities of modern business life the uncomfortable situations that can arise with flatter structures, tough workloads, demanding hours, and the need to exert influence across traditional boundaries. In these situations, successful people need assertiveness in order to achieve their goals. Whether you are a line manager, project leader, specialist, or key member of a team, this book gives practical guidance for developing your own natural assertiveness to benefit both yourself and your organisation. About the Authors Ken and Kate Back have specialised in assertiveness training for more than twenty years. In this practical book, Ken and Kate have brought together their experiences in training thousands of people to be more assertive at work. In addition to books, they have written many articles, advised on and produced videos and appeared on television programmes about assertiveness. They have made a significant contribution to the development and spread of assertiveness training both in the UK and overseas. Ken and Kate can be contacted via their website.

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