



Managerial Communication (Corporate Communication Collection)

Reginald L. Bell, Jeanette S. Martin

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The first book of its kind to offer a unique functions approach to managerial communication, *Managerial Communication* explores what the communication managers actually do in business across the planning, organizing, leading, and controlling functions. Focusing on theory and application that will help managers and future managers understand the practices of management communication, this book combines ideas from industry experts, popular culture, news events, and academic articles and books written by leading scholars.

All of the levels of communication (intrapersonal, interpersonal, group, organizational, and intercultural) play a role in managerial communication and are discussed thoroughly.

The top, middle, and frontline communications in which managers engage are also addressed. Expounding on theories of communication, the authors relate them to the theories of management—such as crisis management, impression management, equity theory, and effective presentation skills. These are the skills that are invaluable to management.

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