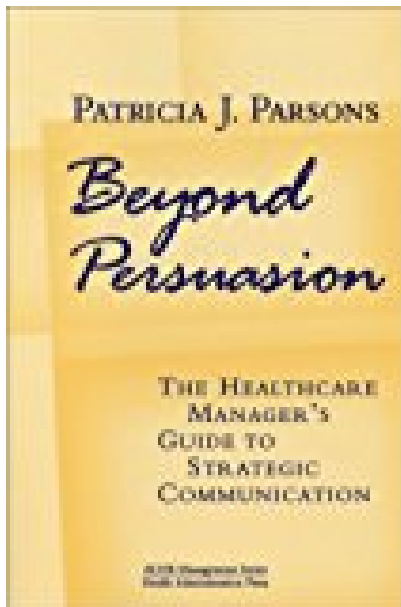


Beyond Persuasion The Healthcare Managers Guide to Strategic Communication ACHE Management Series



BOOK DETAILS

- Author : Patricia J Parsons
- Pages : 201 Pages
- Publisher : Health Administration Press
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BOOK SYNOPSIS

Annotation Shows healthcare leaders how to improve their written and oral communication skills at the interpersonal, group, and organizational levels, providing strategies for conducting meetings, answering e-mail, and fielding questions from the media. After an overview of the foundations of communication in healthcare management, coverage includes advice on communicating with internal audiences, e.g. board members and the public relations department; external communications; crisis communication. Parsons teaches in the bachelor of public relations degree program at Mount Saint Vincent University, Nova Scotia. Annotation c. Book News, Inc., Portland, OR (booknews.com).

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