



Module 7: Listening and Responding (Managerial Communication)

James S. O'Rourke, Sandra D. Collins

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This text, written by Sandra D. Collins, explores how successful companies and effective managers use listening as a strategic communication tool at all levels of the organization. Common barriers to listening, including culture, perceptions, and personal agendas are discussed, and strategies for overcoming them are offered. Examples of how organizations have used listening techniques to resolve conflicts, build relationships with clients and employees, and adapt to maintain a competitive edge are discussed. Self-analysis questions, presented throughout the text, target interpersonal listening skills, while case studies and role plays demonstrate the application of listening strategies in the organizational environment.

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