



Managerial Communication: Strategies and Applications

By Geraldine E. Hynes

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A Practical, Strategic Approach to Managerial Communication

Managerial Communication: Strategies and Applications focuses on communication skills and strategies that managers need in today's workplace. This book continues to be the market leader due to its strategic approach, solid research base, comprehensive coverage, balanced examination of oral and written communication, and focus on managerial, not entry-level, competencies. In the **Sixth Edition**, author Geraldine E. Hynes preserves the book's key strengths while reflecting the realities of the contemporary workplace.

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Editorial Review

Review

"To say that *effective communication* is a cornerstone of *effective management* is a considerable understatement. No matter how strong a person's technical abilities may be, if they can't communicate effectively then they might as well not have done the work.

I've been using this text for over a decade since I took Dr. Hynes' course during undergraduate studies. Of all the texts in my library this is the one I reference the most. It is brilliantly organized, filled with real world examples, and, simply put, stunningly effective." (Ted Craver)

"This text provides an excellent combination of managerial theory with managerial communications." (Marcel M. Robles)

"Dr. Hynes has provided a wealth of information here that is well grounded in theory, yet is applied in a practical manner, and offered in a clear, understandable, relatable way. Beyond the classroom, the text could serve as an excellent guide for managers as they progress through their careers." (Nancy Schullery, Ph.D.)

"The book is indeed very practical. Recently, I finished a different communication course. The behavioral approach to managerial communication (explained in chapter one) is a wonderful description of that textbook. Communication seemed to require a new set of rules for every situation. I probably walked away with one good application. In contrast, this book has a realistic approach that helps me learn practical skills." (Lauren)

About the Author

Geraldine E. Hynes, PhD, is a professor in the College of Business Administration, Sam Houston State University, Huntsville, Texas, USA, where she has taught business and managerial communication at the undergraduate and graduate levels since 2001. She is also a communication consultant, executive coach, and contract trainer for business, government, and not-for-profit organizations. Her award-winning research has been published in scholarly journals and books in several countries and languages. She provides leadership to her discipline through the Association for Business Communication and served as ABC president in 2010–2011. Dr. Hynes earned a BA in the Teaching of English and Speech from the University of Illinois-Chicago, an MA in Speech Communication from the University of Illinois-Urbana, and a PhD in Higher Education/Adult Education from St. Louis University.

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Carol Hughes:

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