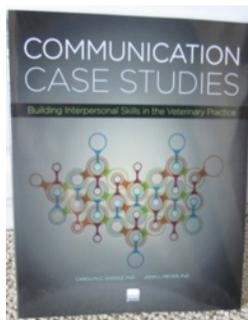


About the Book



Learn the interpersonal skills that are key to your career and workplace success.

Communication Case Studies provides the tools you need to deal with common communication

challenges that arise among all veterinary clinic members - in fact, in all workplaces.

In addition to cases drawn from real-life situations and suggestions on how to learn from them, you will find a primer on communication theory, verbal and nonverbal communication, rhetoric, and the dynamics of small-group relations.

Each case study encourages problem solving and discussion among staff that will improve retention, foster trust, and promote clearer expression in workplace interactions.

64 action tips will help you make better connections at work.

Annotation Information

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Both authors draw from and expand their content from the popular *Trends* magazine series

“Communication Case Studies” published for veterinary clinic team members.



Carolyn earned her PhD from the State University of New York at Buffalo in interpersonal and organizational communication. **John** earned his PhD from the University of Minnesota in communication studies.

They have worked with parents, working professionals, university students and non-profit groups.

Both speak, write and consult through ICS, Inc. They live in La Jolla, California.

Suggested Interview and Article Topics

- Things To Improve How You Interact
- 10 Communication Barriers To Avoid
- 3 Strategies for Better Listening
- 7 Communication Gaffes to Avoid.
- How To Make Hard Communication Easy
- 3 Times When It's The Wrong Time to Talk
- 5 Things To Know When Asking For A Raise

Did You Know?

Business success depends on a compelling vision AND the ability to communication it.

Employee retention is more dependent upon an open and trusting organizational culture than on salary.

More than 70% of business failures are related to poor organizational health.

Skill involves spending 80% of energy listening and 20% speaking.

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