The leader as communicator: strategies and tactics to build loyalty, focus effort, and spark creativity

Mai, Robert, author Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20437927&lokasi=lokal

Abstrak

In turbulent times, the ability to communicate with power and purpose becomes a crucial leadership competency. Smart executives realize that leadership communication isn?t a matter of ""making nice,"" but a strategic necessity.