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Management Communication: A Case-Analysis Approach James S O'Rourke. 4.4 out of 5 stars 15. Hardcover. \$60.31.
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Given these issues, this article offers a case analysis using communication privacy management (CPM) theory developed in communication science.¹⁴ This theory is evidenced-based and has been widely used in research across multiple disciplines to

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better understand the nature and process of disclosure, including health communication.15-18

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His publications include MANAGEMENT COMMUNICATION: A CASE-ANALYSIS APPROACH from Prentice-Hall, now in second edition, and BUSINESS COMMUNICATION: A FRAMEWORK FOR SUCCESS from Thomson Learning. Prof. O'Rourke is also senior editor of an eight-book series on Managerial Communication and is principal author or directing editor of more than 100 management and corporate communication case studies.

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The management of the study program has the same management principles and functions as the management in general, that is to provide guidance in order to act systematically in achieving what has been planned properly, effectively, and efficiently. Communication skill become the important factor in success the management project that is planned.

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