

Strategic Uses of Alternative Media: Just the Essentials: Just the Essentials

Robyn Blakemen

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Strategic Uses of Alternative Media: Just the Essentials: Just the Essentials Robyn Blakemen Designed for students and practitioners in the fields of organizational behavior and human resource training and development, this book examines improving organizational communication. Terrence Gargiulo shows how the use of storytelling is the key to effective communication and learning.



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