



# **Der Schlüssel zum Erfolg: Zielführend kommunizieren: Missverständnisse vermeiden und motivieren (German Edition)**

*Hans-Jürgen Borchardt*

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Essay aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: keine, , Sprache: Deutsch, Abstract: Wenn heute von Kommunikation gesprochen wird, ist fast immer die Werbung gemeint. Das ist aber viel zu kurz gedacht, denn Kommunikation ist vielmehr. Kommunikation beeinflusst Ihren Unternehmenserfolg viel nachhaltiger, als es auf den 1. Blick aussieht.

Das richtige Wort zur richtigen Zeit kann Zustimmung, Begeisterung, Motivation, Bestätigung auslösen. Das falsche Wort am falschen Platz kann Auslöser für Missstimmung, Ablehnung oder gar Feindschaft sein. Unbedachte Äußerungen und Formulierungen im beruflichen Alltag sind häufig der Grund für Missverständnisse und Demotivation oder führen zu der Einstellung „Rutsch mir doch den Buckel runter“.

Drei simple Beispiele zeigen, wie nachhaltig Kommunikation den Erfolg beeinflusst.

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