

## STRATEGIC MANAGEMENT COMMUNICATION FOR LEADERS%0A

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About the Author: Dr. Robyn Walker is an assistant professor of management communication at the Center for Management Communication at the University of Southern California's Marshall School of Business, where she teaches business writing and business communication to undergraduate and graduate students.

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Strategic Management Communication for Leaders

A strategic approach to communication has assumed greater importance in recent years for three reasons. The first involves trend changes in the workplace, the second is the evolution of our understanding of the

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