## Content

1	DEFINITION OF BASIC CONCEPTS							
		1.1 Definition of Communication SPU NITRAL						
	1.2	Charal	kteristics of Communication	8				
		1.2.1	Functions of Communication	8				
		1.2.2	Communication as a Process	11				
		1.2.3	Types of Communication	14				
	1.3		ed Communication Theories	17				
		1.3.1	Transactional Analysis	17				
		1.3.2	<del>-</del>	23				
		1.3.3	•	25				
		1.3.4	Defense Mechanisms	27				
Literatu	ıre			32				
2	COMM	COMMUNICATION IN COMPANY ENVIRONMENT 3						
	2.1	Compa	any Communication Environment	34				
	2.2	Interna	al and External Company Communication	36				
		2.2.1	Internal Company Communication	36				
			2.2.1.1 Means of Internal Company Communication	37				
			2.2.1.2 Forms of Internal Company Communication	38				
			2.2.1.3 The Importance of Individuals Forms of Internal Company					
			Communication for Work of Manager	39				
			2.2.1.4 Problems and Challenges of Company Internal					
			Communication	43				
		2.2.2	External Company Communication	45				
	2.3		rs in Communication	46				
	2.4	The In	nportance of Communication in the Manager Work	49				
	2.5	Management and Managerial Style 51						
	2.6	Leadership 53						
	2.7 Cauching							
			Definition of Cauching	53 53				
			Methods of Cauching	54				
	2.8		ger Competences	54				
Literati			30. 00patomoco	59				
		<b>AL CO</b>	MANUALICATION	60				
3	VERBAL COMMUNICATION 3.1 Verbal Communication							
	3.1	Dialog		60 63				
	3.3	Intervi		64				
	3.3			65				
	2.4	3.3.1	Reguirements for Conducting of Interview	69				
	3.4	Negot		72				
Literat	3.5	Monol	ogue	78				
				80				
4	NONVERBAL COMMUNICATION							
	4.1		of Nonverbal Communication	80				
	4.2	Classification of Nonverbal Communication						
		4.2.1	Emblems	82				
		4.2.2	Illustrators	82				
		4.2.3	Regulators	83				
		4.2.4	Adaptors	83				

		4.2.5 Communication and Neuro-linguistic Programming (NLP)	83		
	4.3				
		4.3.1 Facial Expressions	85		
		4.3.2 Gesticulation	88		
		4.3.3 Postures	91		
		4.3.4 Kinesics	93		
		4.3.5 Eye Contact	94		
		4.3.6 Proxemics	96		
		4.3.7 Territory	98		
		4.3.8 Haptic	98		
		4.3.9 Chronemics	101		
		4.3.10 Paralinguistic	102		
		4.3.11 Clothing and Dressing style	104		
Literat	•	105			
5	BUSINESS ETIQUETTE FOR MANAGERS				
	5.1	Good Manners, Courtesy, Etiquette	107		
	5.2	Self-control	110		
	5.3	Greeting	119		
	5.4	Introducing and Addressig	121		
	5.5	At a Restaurant	126		
	5.6	Dinning	127		
	5.7	Organization of Social Events	129		
	5.8	Diplomatic Protocol	132		
	5.9	Etiquette in an Intercultural Words	136		
Literat	Literature				
6	INTERCULTURAL COMMUNICATION				
	6.1	Definition of Culture	141		
	6.2	Cultural Pluralism of the Contemporary World	145		
	6.3	The Significance of Intercultural Communication	147		
	6.4	How to Behave in a Curturally Different Environment: Dealing			
		with Foreign Guests	148		
		6.4.1 Destription of Chosen Countries with Respect to Intercultural			
		Communication	149		
		Communication	149		
	6.5	Nonverbal Communication in the Intercultural World	153		
	6.5				
	6.5	Nonverbal Communication in the Intercultural World			
	6.5	Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication	153		
	6.5	Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance 6.5.2 Gestures (Standard Movement) and Facial Expressions 6.5.3 Blowing your Nose	153 153 156 157		
	6.5	Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance 6.5.2 Gestures (Standard Movement) and Facial Expressions 6.5.3 Blowing your Nose 6.5.4 Meaning Colors, Numbers and symbols	153 153 156		
	6.5	Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance 6.5.2 Gestures (Standard Movement) and Facial Expressions 6.5.3 Blowing your Nose	153 153 156 157 157 159		
Litera		Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance 6.5.2 Gestures (Standard Movement) and Facial Expressions 6.5.3 Blowing your Nose 6.5.4 Meaning Colors, Numbers and symbols	153 153 156 157 157		
Litera	ture	Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance 6.5.2 Gestures (Standard Movement) and Facial Expressions 6.5.3 Blowing your Nose 6.5.4 Meaning Colors, Numbers and symbols	153 153 156 157 157 159		
	ture	<ul> <li>Nonverbal Communication in the Intercultural World</li> <li>6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance</li> <li>6.5.2 Gestures (Standard Movement) and Facial Expressions</li> <li>6.5.3 Blowing your Nose</li> <li>6.5.4 Meaning Colors, Numbers and symbols</li> <li>6.5.5 Chronemics – Punctuality</li> </ul>	153 156 157 157 157 159 160		
	ture PROI	Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance 6.5.2 Gestures (Standard Movement) and Facial Expressions 6.5.3 Blowing your Nose 6.5.4 Meaning Colors, Numbers and symbols 6.5.5 Chronemics – Punctuality  BLEMATIC COMMUNICATION	153 153 156 157 157 159 160 162		
	ture PROP	Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance 6.5.2 Gestures (Standard Movement) and Facial Expressions 6.5.3 Blowing your Nose 6.5.4 Meaning Colors, Numbers and symbols 6.5.5 Chronemics – Punctuality  BLEMATIC COMMUNICATION Criticism	153 153 156 157 157 159 160 162 162		
	ture PROP	Nonverbal Communication in the Intercultural World 6.5.1 Handshaking: Haptic Touching, Greetings and Communication Distance 6.5.2 Gestures (Standard Movement) and Facial Expressions 6.5.3 Blowing your Nose 6.5.4 Meaning Colors, Numbers and symbols 6.5.5 Chronemics – Punctuality  BLEMATIC COMMUNICATION  Criticism Conflicts	153 156 157 157 159 160 162 162 164		

		7.3.1	Discrimination	171
			Racism	172
		7.3.3	Xenophobia	173
Literatı	ure			175
8	DISCU	SSION	AND WORK MEETING	177
	8.1	Group	Discussions	177
		8.1.1	· ······g	178
		8.1.2	Specific Discussion Types	178
		8.1.3	Job Interviews	179
	8.2	Works	Meeting	180
			Principles of Successful	181
		8.2.2		182
		8.2.3	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	182
		8.2.4		184
		8.2.5	Creative Technicues Usable at Discussions and Meetings	185
	8.3		Communication	186
	8.4	Team '	*****	187
	8.5	Team	Roles	188
Literati	ure			190
9	BUSIN	ESS M	EETINGS	191
	9.1	The Po	osition of Salesperson in a Company	191
		9.1.1	Requided Qualities of Salesperson	192
	9.2		g Ready for a Meeting	193
	9.3		ess Meeting	194
				. 194
			The phases of the Meeting	195
			Completion of Negotiations	196
			After the Meeting	197
	9.4		ght Questions and Answers	197
			How to Ask Questions and How to Answer them	197
			Dealing of Objections	199
		9.4.3	How to Win a Loyal Customer	200
Literat	ure			205
10			Y AND ASSERTIVENESS OF MANAGERS – AN IMPORTANT	
	PA	RTOF	BEHAVIOUR AND THE QUALITY OF COMMUNICATION	206
	10.1		onal Intelligence in the Work of Manager	206
	10.2		etences Related Manager's Own Personality	207
			Self-awareness	207
			Self-control	208
	10.3		etence in Interpersonal Relationships	208
			Empathy	208
		10.3.2	Assertiveness	209
Literat	ure			215

