Self-confidence and assertiveness skills are the pillars to personal success in a demanding and unforgiving business environment. This work tackles the realities of modern business life - the uncomfortable situations that can arise with flatter structures, tough workloads, demanding hours, and the need to exert influence across traditional boundaries. Authority and respect is there for the asking, but it requires a sound foundation of self-confidence and assertiveness.

The authors define the difference between assertiveness, non-assertiveness, and aggression, and demonstrate how people officer assertiveness can achieve a constructive dialogue leading to results which satisfy both parties. Readers are shown how to avoid aggression with assertiveness, and how to be assertive in such situations as negotiations and meetings, with people in senior positions, during change, under pressure, and away from the comforts of the familiar

"Whether you are a line manager, project leader, specialist or key member of a team, Assertiveness at Work, Third Edition is a practical guide for developing your own natural assertiveness to benefit both yourself and your organisation."--Jacket.

Assertiveness at Work: A Practical Guide to Handling Awkward Situations

Ken Back, Kate Back

Published by McGraw-Hill Publishing Co. 31/10/1990 (1990)

Practical Self-Confidence and Assertiveness Skills

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