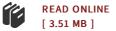


## How internal communication can contribute to successful personal management

By Maria Rocío Gall

GRIN Publishing Mai 2010, 2010. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2009 in the subject Business economics - Personnel and Organisation, grade: 2,3, University of Applied Sciences Essen, course: International Human Resource Management, language: English, abstract: 1. Introduction Nowadays with globalization human resources are becoming more and more important, less in the sense of their 'performing activities ' (Gutenberg 1979) but rather in that of 'dispositive activities' focussing on inventiveness, creativity and motivation. Most problems in a corporation don't originate from technical but from communicative causes. Globalisation implies changes in corporation structures all over the world. Only active and fully motivated personnel can meet the challenges of mergers, hostile takeovers, acquisitions and changes of corporate structure due to new technologies. These changes require a basic improvement of corporate communication. The aim of internal communication is to enable employees to see constant changes as an opportunity. Communication ought to be a continuous process. To begin with, introductory explanations of human resource management and communication will be given. General conditions of successful communication will be described. 2. Internal communication 2.1. Human resource management explained Human resource management consists in influencing the behaviour of subordinate employees. Human resource management...



## Reviews

A fresh e-book with a brand new point of view. It really is packed with knowledge and wisdom Its been designed in an exceedingly simple way and is particularly simply following i finished reading this publication through which actually modified me, alter the way i really believe. -- Bernhard Russel

A whole new eBook with a brand new point of view. It is really simplistic but surprises in the fifty percent of the publication. I am just effortlessly can get a delight of looking at a written ebook.

-- Mariano Gleichner