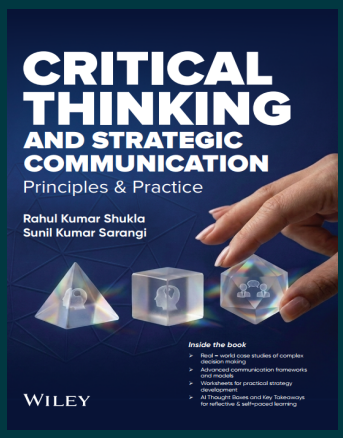
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Critical Thinking and Strategic Communication: Principles & Practice

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Description

Critical Thinking and Strategic Communication: Principles & Practice is built on a single premise: clear thinking and strategic communication are one discipline, not two. Managers rarely fail for want of information. They fail because they misread situations, argue from unexamined assumptions, and reach conclusions their audiences cannot follow or will not accept.

The book grew out of years of teaching managerial and leadership communication to postgraduate students and to practicing executives across manufacturing, energy, financial services, and technology. Its fourteen chapters follow an arc from thinking to expression to high-stakes application. The first three build the cognitive foundation: how managers think and where automatic thinking misleads, how arguments are constructed and corrupted by fallacies, and how communicators listen, read, and remember.

Chapters 4 through 7 turn thinking into decision and connection, covering social intelligence and conversation, mental models, the SPACER framework for communicating decisions, and 2 × 2 thinking with scenario planning for communicating under uncertainty. Chapters 8 and 9 confront harder terrain: managing emotions in difficult conversations, and recognizing and resisting dark communication. Chapters 10 through 12 develop the leader's expressive repertoire through non-verbal communication, executive presence, and storytelling. The final two chapters close on crisis communication and communicating with intention in the digital age.

Three commitments shape the writing: evidence over anecdote, with research from cognitive psychology, behavioral economics, and argumentation theory and full scholarly references in every chapter; application over abstraction, with cases drawn from Indian as well as global organizations; and practice over exposure, with exercises, self-assessments, and rehearsal built into the chapters themselves. Instructors adopting the book receive PowerPoint slides, a test bank, and a solutions manual.

About the Author

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language, entrepreneurship, and the neuroscience of communication.

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