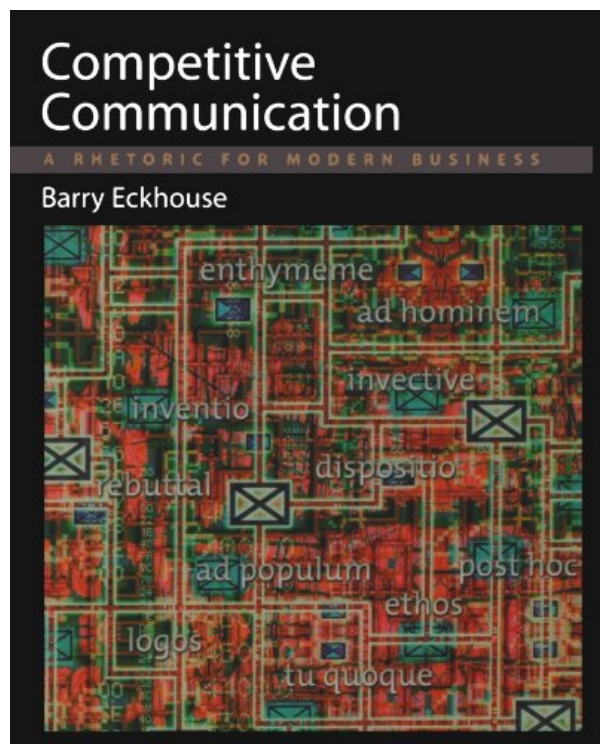


COMPETITIVE COMMUNICATION: A RHETORIC FOR MODERN BUSINESS BY BARRY ECKHOUSE



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Competitive Communication

A RHETORIC FOR MODERN BUSINESS

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Review

"Finally, a book that discusses the strategies of good management communication within a theoretical framework/rhetoric that is accessible. In his clear and easy style, Professor Eckhouse shows how the principles of rhetoric result in effective business writing."--Linda Bearner, California State University, Los Angeles

"Professor Eckhouse has presented a highly readable book introducing the key elements of classical argumentation and persuasion to the modern professional manager. Today's world requires intense competition for the client-reader, and Eckhouse has produced a highly useable guide to navigate it. Bravo! Competitive Communication is sure to find a valuable place in my professional library." --Gary Cuccio, President, AirTouch Paging

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Competitive Communication offers the first full-length treatment of the classical art of rhetoric with applications to the day-to-day needs of modern managers. Based on the belief that clearly reasoned persuasion is indispensable to professionals who must convince others of their points of view, this text reveals implicit, competitive dimensions of communication to those familiar with contemporary business practices. Concentrating on argumentation--which is viewed both as a process of inquiry and as an act of persuasion--the author reviews principles of reasoning that were central to an age generally credited with having developed the first complete treatment of the art of communication.

With Aristotle as guide, Eckhouse demonstrates how the enthymeme, a logical device central to Greek theories of persuasion, is also of powerful relevance to the modern business world. Complementing this discussion is an examination of classical ethos, or credibility, as it is created in language and used to strengthen core arguments modern managers must make. Also offered is an extensive examination of classical fallacies--common pitfalls of argument and debate--which provide early warning signals for those about to enter argumentative danger zones.

Ideal for undergraduate and graduate business students, as well as the working professional, Competitive Communication offers an invaluable guide to what is probably the most important ability working professionals can develop in today's business world.

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