



Managing Interactively: Executing Business Strategy, Improving Communication, and Creating a Knowledge-Sharing Culture

Mary E. Boone

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Based on numerous interviews with top CEOs and other professionals, *Managing Interactively* helps readers become well-versed communicators in today's global, technologically focused organizations. Best-selling author Mary Boone examines the techniques and issues that surround clear and effective communication skills in the rapidly changing digital environment and presents provocative new ideas that will help readers address today's communication challenges. Distilling the experience of top executives into easily applied techniques, each chapter features actual stories from expert communicators who have learned how to successfully adapt their communication strategies to today's technologies. *Managing Interactively* is a must-have for anyone facing the communication challenges of today's volatile business world.

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