

# POUŽITÁ LITERATURA

## **Vyjadřovací schopnosti**

*Janner's Complete Speechmaker*, Greville Janner, QC, MP  
(Century Bussines)

*How To Talk So People Listen*, Sonya Hamlin (Thorsons)

*Never Be Nervous Again*, Dorothy Sarnoff (Crown Books, NY)

*Personal Power*, Philippa Davies (Piatkus)

*Power Communication Skills*, Dr. Susan Baile (Career Track  
Publications, NY)

*Power Presentations*, Brody and Kent (Wiley)

*Powerspeak*, Dorothy Leeds (Piatkus)

## **Jak zvládnout televizi**

*Communications and the Modern World*, Ken Ward (Macmillan)

*Understanding Media*, Marshall McLuhan (Ark Paperbacks)

*You Are The Message*, Roger Ailes and John Krausmar (Dow Jones-Irvin)

*Your Public Best*, Lillian Brown (New Market Press)

## **Rozvoj kariéry**

*A Passion for Excellence*, Tom Peters (Warner Books, NY)

*A Passion for Leadership*, Tom Peters (Warner Books, NY)

*Breaking the Glass Ceiling*, Ann Morrison, a další, Center for Creative  
Leadership (Addison-Wesley, USA)

*The 7 Habits of Highly Effective People*, Stephen R. Covey  
(Simon & Schuster)

## **Sjednocený image**

*Corporate Identity*, Wally Olins (Thames & Hudson)

*The Business of Image*, Nicholas Jenkins (Kogan Page)

## **Image žen**

*Body Traps*, Dr. Judith Rodin (William Morrow, NY)

*The Color Me Beautiful Make-Up Book*, Carol Jackson (Piatkus Books)

*The Complete Style Guide*, Mary Spillane (Piatkus Books)

*Discover Your Colours Video from Color Me Beautiful*

(Chrysalis Home Video)

*It's You*, Emily Cho (Villard Books)

*The Professional Image*, Susan Bixler (Putnam)

*Wardrobe*, Susie Faux (Piatkus Books)

## **Veřejný image**

*Images of Power*, Brendan Bruce (Kogan Page)

## **Kulturní porozumění**

*Eurobarometer: Public Opinion in the European Community*

(vydáno prostřednictvím EC)

*Culturgram for the 90s*, Brigham Young University, Center for International Studies, Provo, Utah

*Going International*, Lennie Copeland and Lewis Griggs (Penguin, NY)

*Guide des Bonnes Manners et du Protocole en Europe*, Jacques Gandouin (Fixot)

*Mind Your Manners*, John Mole (The Industrial Society, London)

*The Art of Japanese Management*, Pascale and Anthos (Simon & Schuster, NY)

*The Travellers Guide to Middle Eastern and North African*

*Customs and Manners*, E. Devine and N. Braganti

(St. Martin's Press, NY)

*The World Class Executive*, Neil Chesnow (Rawson Associates, NY)