

PREFACE 5

- 1. Leadership 8**
Definition, Leaders vs. Managers, Followership, Leadership, and Communication Styles
- 2. Transformational Leadership 14**
Charismatic Leadership, Charisma, Communication, and Leadership
- 3. What is Communication? 23**
The Communication Process, Encoding, Decoding, Message, Ambiguity of Language
- 4. Communication Channels 33**
Selecting Appropriate Channels, Case Study: e-mails
- 5. Leadership and Diversity 41**
Intercultural Communication
- 6. Leadership and Gender 52**
Gender Communication
- 7. Leadership and Power 60**
Types of Power, Empowerment, Communication, and Power
- 8. Public Leadership and Communication 71**
Discourse Analysis, Persuasive Techniques and Political Rhetoric, Public Communication, and the Media 71
- 9. Presentations 96**
Stages of a Presentation: Preparation, Organization, Practice, Delivery, and Assessment
- 10. Leadership in Groups and Teams 106**
Fundamentals of Group Interaction, Meetings, Negotiations

CONCLUSION 117

REFERENCES 119

REGISTER 123

SUMMARY 125