



Effective Human Relations: Interpersonal and Organizational Applications

By Barry Reece

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Master the human relation skills you need to become successful managers in today's workplace with one of the most widely used human relations texts available. EFFECTIVE HUMAN RELATIONS: INTERPERSONAL AND ORGANIZATIONAL APPLICATIONS, 12E uses an organizational perspective to help you understand the disparate factors that influence employee behavior. As one of the most practical and applied texts available, EFFECTIVE HUMAN RELATIONS incorporates hundreds of examples of real human relations issues and practices in successful companies. The text establishes seven major themes of effective human relations communication, self-awareness, self-acceptance, motivation, trust, self-disclosure, and conflict resolution as the foundation for study. Self-assessments and self-development opportunities throughout the book teach you to assume responsibility for improving your personal skills and competencies. This comprehensive edition addresses topics of emerging importance with expanded coverage of generational differences. The text also explores goal setting, the root causes of negative attitudes, the use of "branding" in the job market, technostress, and emotional intelligence. With EFFECTIVE HUMAN RELATIONS, gain the insights, knowledge and relationship skills you need to deal successfully with the wide range of people-related challenges in business today. Available with InfoTrac Student Collections
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Editorial Review

Review

"The text is very readable and digestible, especially by students in applied fields. Students report every term how they are able to take some concepts and apply them at work. They are getting immediate value from the text!"

"Human Relations in Business is the course I enjoy teaching the most. I have used the Reece book for many years, and I have always liked it."

About the Author

Barry L. Reece is professor emeritus at Virginia Polytechnic Institute and State University. Prior to this, he was on the faculty at the University of Northern Iowa. He received his Ed.D. from the University of Nebraska. Dr. Reece has been actively involved in teaching, research, consulting, and designing training programs throughout his career. He has conducted more than 500 workshops and seminars devoted to leadership, human relations, communications, sales, customer service, and small business operations. He received the Excellence in Teaching Award for classroom teaching at Virginia Tech and the Trainer of the Year Award presented by the Valleys of Virginia Chapter of the American Society for Training and Development. Dr. Reece has contributed to numerous journals and is author or co-author of six college textbooks that have been through a total of 41 editions. He has served as a consultant to Lowe's Companies, Inc., Wachovia Corporation, WLR Foods, Kinney Shoe Corporation, and numerous other profit and not-for-profit organizations.

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