

## REPORT/RESEÑA

### DIRECTION OF COMMUNICATION AND MANAGEMENT SKILLS

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The book, "Direction of Communication and Management Skills", is characterized as being of interest to students of the subject, as for all those professionals who are aware of the importance in business management, of a correct and effective communication strategy and proper management of the managerial skills of the human resources of a company.

This book, derived from all this joint work is designed, in its first part, as an introduction and deepening of the Direction of Communication in the world of business, which aims to discover the main areas of action of a Director of Communication (DirCom): internal and external communication and their relation to knowledge management; current communication strategies that opt for communication through virtual platforms and social networks; consolidation of the image of the company and its executives; and the study of the latest trends in research within the world of communication.

In the second part it delves into a key area of business management: leadership and management skills of the human resources of a company. On the one hand describes, in chronological order, the main leadership theories that have been implemented in resource management at the enterprise level, and secondly some specific competences are described, and skills that managers must deploy in their daily performance, it addresses the importance of interpersonal communication skills and more recent issues are presented, such as business coaching or innovation-oriented creativity. In short, it is a current and thorough work, that I hope the reader will enjoy, and at the same time will enrich himself with its content.

#### Data book author

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"Personal development". She is prolific in publications about Communication Management, Leadership and Business. She has visited several foreign universities.