



Effective Human Relations: Interpersonal And Organizational Applications

By Barry Reece, Monique Reece

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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 authors continue to build on the latest workforce developments, global trends, and communication technologies that influence human relations. Self-assessments and self-development opportunities throughout the book teach students to assume responsibility for improving their personal skills and competencies. This comprehensive 13th edition addresses topics of emerging importance, with expanded coverage of generational differences and changing issues women and men face in the workplace. The text explores goal-setting, the root causes of negative attitudes, the importance of "personal branding" and social media in the job market, emotional intelligence, happiness and positive psychology, and the most vital elements organizations need today to create a dynamic and thriving company culture.

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Editorial Review

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.

Monique Reece is an adjunct professor at the Institute for Leadership and Organizational Performance at the University of Denver. She has also served as an Executive Education faculty member at the Daniels College of Business, University of Denver, and online faculty for Colorado State University. Monique has more than 25 years of teaching, training and executive management experience working with both Fortune 500 companies and fast-growing entrepreneurial businesses. She is the founder of MarketSmarter, a consulting and training firm that helps companies improve marketing, business strategy and organizational culture to inspire innovation, employee commitment and customer loyalty. Monique is the creator a program that has taught hundreds of CEOs, marketers, sales professionals, and entrepreneurs how to develop growth strategies and marketing plans. She formerly served as Executive Vice President at Jones Knowledge and as Director of Global Market Development and Corporate Planning at Avaya. Monique is the author of REAL-TIME MARKETING FOR BUSINESS GROWTH: HOW TO USE SOCIAL MEDIA, MEASURE MARKETING AND CREATE A CULTURE OF EXECUTION, coauthor of MARKET SMARTER, NOT HARDER, and a former columnist for The Denver Business Journal. She currently serves on the Chief Marketing Officer Council (CMO) Academic Liaison Board.

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