



TOPICS AND BIBLIOGRAPHY
For Position 35 – conferentiar

Disciplines:

- Comunicare si negociere in afaceri (in Romanian);
- Comunicare si negociere in afaceri (in English);
- Human Resource Management.

1. Knowing the interlocutor: communication techniques, barriers in communication, expression mechanics
2. Neuro-Linguistic Programming
3. Transactional Analysis
4. Rules to follow in Negotiation
5. Business Communication in the Digital Age
6. Professionalism at Work: Business Etiquette; Teamwork
7. Communication Challenges in a Global Marketplace
8. Delivering Business Messages
9. Interviewing for Employment: How to sell our image in order to convince
10. Business Presentations

BIBLIOGRAFIE SELECTIVĂ

- CLAMPITT, P.G. *Communicating for Managerial Effectiveness. Challenges, Strategies, Solutions*, 6th Edition, Sage Publishing, U.S.A., 2016
- GUFFEY, M. E.,
LOEWY, D. *Essentials of Business Communication*, 11th Edition, Boston, MA, U.S.A., Cengage Learning, 2019
- GUFFEY, M.E.,
LOEWY, D. *Business Communication Process & Product*, 9th Edition, Boston, MA, U.S.A., Cengage Learning, 2017
- POPESCU, D.,STATE, C. *De la știința influențării la arta manipulării*, Ed. ASE, București, 2017
- POPESCU, D.CHIVU, I. *Dezvoltarea abilităților de comunicare și negociere*, Ed. Luceafărul, București, 2008
- PRUTIANU, Șt. *Antrenamentul abilităților de comunicare. Limbaje ascunse*, Ed. Polirom, Iași, 2005
- THILL, J. BOVEE, C. *Business Communication Today*, Ed. Pearson, U.S.A., 2021

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