

Communication skills are ranked after the skills most sought by employers. They are a key factor in the process of self-employment, but also in the employment of others, as well as for the achievements, career progress and success of the organization. The time when the management of employees expected humble workers who do what is required of them, has been gone. Nowadays, employees are expected to actively participate in critical thinking not just about the professional aspects that individual touch, but also actively involved in solving problems and communicating the decisions of management, with colleagues, and the public environment. This book focuses on the importance of effective communication of entrepreneurs, as a modern, innovative aspect of their daily organizational activity. The time of changes in which we live and work, requires constant improvement of their individual capital of knowledge, perceived in terms of cause - effect dependence on the organizational development and changes that take place in the micro and macro environment.

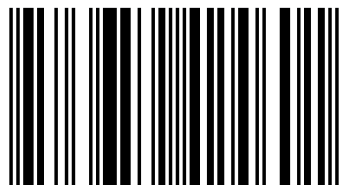
Management communication



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# Entrepreneurship, management and communication



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## INTRODUCTION

„ If I could only make return to the college again, I would actually concentrate on two areas: learning skills for writing and public expression. Nothing is more important than the ability to communicate effectively. “

*Gerald R. Ford*  
38-th US president

Communication skills are ranked after the skills most sought by employers. They are a key factor in the process of self-employment, but also in the employment of others, as well as for the achievements, career progress and success of the organization. The time when the management of employees expected humble workers who do what is required of them, has been gone. Nowadays, employees are expected to actively participate in critical thinking not just about the professional aspects that individual touch, but also actively involved in solving problems and communicating the decisions of management, with colleagues, and the public environment. This book focuses on the importance of effective communication of entrepreneurs, as a modern, innovative aspect of their daily organizational activity. The time of changes in which we live and work, requires constant improvement of their individual capital of knowledge, perceived in terms of *cause - effect* dependence on the organizational development and changes that take place in the micro and macro environment. Management of the communication process is a process for preventing and dealing with human resources, the establishment and progress of the production process, as well as managing finances, social responsibility and market demands. Entrepreneur is an individual or entity that brings innovation and enhances the work process and is making risk taking efforts to achieve success in the market, and his/hers behavior differs in several important developments. Innovation, or the ability to create new products or production procedures or to modify the existing, in order to meet the changing demands of the market, pro, or competitive, aggressive and active market positioning and willingness to take risks, i.e. readiness for involvement in business activities whose results may be uncertain or insecure. Basic requirement for realization of these activities is realizing effective communication process. Entrepreneurship as a business area is trying to understand where opportunities stem from and how do specific individuals discover and create opportunities for something new and different, which then develops in different ways to create many different effects. And it emphasizes the importance of communication management that is trying to raise it to the highest level as a basic aspect of managerial function, but also a field that is constantly evolving and developing.