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Donald Baack holds the rank of University Professor of Management at Pittsburg State University, where he has taught since 1988. He previously held positions at Southwest Missouri State University, Missouri Southern State College, and Dana College. Baack received his Ph.D. from the University of Nebraska in 1987.

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In his book, Management Communication, Donald Baack (2012) defines this process as all the efforts to systematically plan, implement, monitor, and upgrade the channels of transmitting messages in and outside the firm. This means that Management Communication has an impact on the firm 's internal operations (Baack, 2012).

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In his book, Management Communication, Donald Baack (2012) explains that the content of the message should include the following three components: (a) it should state the point of the message clearly; (b) it should stay focused on a maximum of three main points; and (c) each point must be presented separately and clearly for maximum effect.

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