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Title	The communications impact on personal development and organizational performance in the economy based on knowledge
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Abstract	<p><i>In the actual context of the economy based on knowledge, meaning the globalization and the competition, the information and the communication are and organizational power. Those who have the information and know how to use it can change realities, significations and perceptions. The individual is the one who uses them voluntary or involuntary and in this way he develops on one hand the skills and communication abilities and on the other hand he changes his behaviour in a positive or negative way, generating at the same time the necessary parameters to create a favourable environment and develop his personality inside the organization.</i></p> <p><i>Since the function of the organization definitely depends on the quality of the interpersonal communication, the organizational performance is possible only by using an efficient communication inside the organization.</i></p> <p><i>In the actual context the present which people as well as the organizations perceive is full of challenges with a direct impact on the communication process. The globalization and the competition increase the content and the complexity of communication and especially the economic crisis. Therefore, the personal and organizational efficiency is based on the development of skills and communication communities.</i></p>
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