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ポジティブ・コミュニケーションハンドブック **The Routledge Handbook of Positive Communication**

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快樂と奇妙な幸福、主観的・心理的幸福の構築におけるコミュニケーションの中心的役割を理解するための、学際的なアプローチの包括的な基準を詳しく解説します。

The Routledge Handbook of Positive Communication forms a comprehensive reference point for cross-disciplinary approaches to understanding the central role of communication in the construction of hedonic and eudemonic happiness, or subjective and psychological well-being. Including contributions from internationally recognized authors in their respective fields, this reference uses as its focus five main scenarios where communication affects the life of individuals: mass and digital media, advertising and marketing communication, external and internal communication in companies and organizations, communication in education, and communication in daily life interactions.

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