



El arte de conversar: Psicología de la comunicación verbal (Spanish Edition)

Friedemann Schulz von Thun

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La presente obra ha alcanzado una enorme popularidad en Alemania desde su primera publicación en 1981. Su impacto ha sido tal que ha trascendido el espacio académico de la universidad y de la enseñanza secundaria, donde es un texto de referencia, para entrar a formar parte de la cultura general, convirtiéndose en libro de cabecera de directivos, agentes comerciales, trabajadores sociales y profesores, entre otros.

A través del modelo del cuadrado de la comunicación, Friedemann Schulz von Thun nos muestra cómo toda expresión humana despliega su energía en cuatro niveles: el contenido objetivo, la automanifestación, la relación y la incitación. El mero conocimiento de los mismos no hará que mejoremos nuestra comunicación, pero si desarrollamos una sensibilidad hacia este «acorde de cuatro notas», mejoraremos nuestro «sentido musical» en cuanto a la comunicación interpersonal se refiere. Y esto nos dará la oportunidad de convertirnos en buenos compositores de una música con el timbre de nuestra propia personalidad.

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