



## Ethics in managerial communication

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During the transitional period, passing through a market economy, organizations need to provide increasingly more stability and security of their employees with a reward, sometimes less than expected. For this reason, communication with them is very important, must find new forms of motivation and to ensure employment satisfaction. Without achieving this end, they will migrate to other activities. Communication is to create and enhance the feeling of belonging to a group and therefore play an important role in keeping employees.