

## ***ASSERTIVE COMMUNICATION SKILLS***

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### ***Abstract:***

*Assertive communication is the ability to speak and interact in a manner that considers and respects the rights and opinions of others while also standing up for your own rights, needs and personal boundaries. Assertive communication skills create opportunities for open discussion with a variety of opinions, needs and choices to be respectfully heard and considered in order to achieve a win-win solution to certain problems. It can strengthen your relationships, reducing stress from conflict and providing you with social support when facing difficult times.*

***Keywords:*** *ability, assertiveness, assertive behavior, passive behavior, aggressive behavior, submissive communication*

***JEL codes::*** *D83, M12*