

RECOMMENDED BOOK

One cannot not communicate

"To understand himself, a man needs to be understood by some one else. In order for some one else to understand him, he needs to understand that person". This is one of the premises that lay the basis for the human communication theory expressed by its greatest exponent, Paul Watzlawick. The author of *One cannot not communicate* is one of the best known theorists in the field of human communication and systemic family therapy.

One cannot not communicate is a very useful guide to understanding some of the cornerstones of human communication

One cannot not communicate is a compilation of Paul Watzlawick's writings that explains how to analyse confusing situations, calm down conflicts and understand differences of opinion. This book takes a close look at communication and features extracts from his most outstanding books: *Theory of human communication* (1969), co-authored with Janet Beavin and D. Jackson (his main work); *Change* (1974), co-authored with John Weakland and Richard Fisch, about human transformation; *The Language of change* (1977), an attempt to show an individual's path to freedom and autonomy; and finally, *Munchhausen's Pigtail* (1988), a compilation of his classes and conferences.

According to Watzlawick we don't find reality, we create it. Our perception of reality is simply a subjective, and therefore changeable, construction. This is why the author developed a series of axioms to help understand the relationship between the transmitter and receiver. The book is named after one such axiom.

All human relationships involve a series of interactions and exchanges and no matter how much effort or practice one puts into hiding the meaning of one's words or intentions, one always transmits messages that can be interpreted in terms of their content or the type of relationship they create. What matters is not only the content of a message but also the way it is transmitted, because the relationship affects the inner climate and quality of the relationships inside family firms.

Constantly engulfed by countless communicational exchanges expressed both verbally (digital) and by gestures (analogical), our mental health and state of mind depend to a great extent on how we interpret these communications.

One cannot not communicate is very useful for understanding some of the key factors of human communication, particularly in a family firm, where family relationships often jeopardise the continuity of the business.