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Third Edition

Organizational Communication



A Lifespan Approach

Michael W. Kramer
Ryan S. Bisel

Organizational Communication A Strategic Approach

Larry R. Smeltzer, John L. Waltman



Organizational Communication A Strategic Approach:

Organizational Communication Barron Wells, Nelda Spinks, 1999-04-01 *Organizational Communication A Strategic Approach* is designed to help future managers and present managers to develop those effective communication skills that are essential to success in business organizations. It can be used in organizational communication courses, managerial communication courses, executive communication courses, and other similar courses. Also, it may be used in traditional business communication courses. In addition, it may be used for in-service training programs and short courses. Distinctive features of this text are: 1. Strategic Practical Approach: an adequate theoretical base is provided; however, the major focus of the book is down-to-earth practical subject matter that can be put into use on a daily basis. All concepts are clearly illustrated with real-life type examples. 2. Unique Approach: the organization of the subject matter around the major audiences for organizational communication makes this book unique in its field. It also helps achieve the practical orientation that is another distinctive useful feature. 3. Emphasis on Managerial Leadership: the role of organizational communication in effective managerial leadership is stressed throughout the book, as well as in specific sections devoted to leadership. 4. Teaching Materials: Probes, Cases, Problem Solving, Experiences, and Exercises at the end of each chapter challenge and encourage participants and students to make organizational communication skills a part of their daily lives. Organizational

Communication Wells, Spinks, 1997-01-01 **Strategic Communication for Organizations** Sara LaBelle, Jennifer H. Waldeck, 2020-02-11 *Strategic Communication for Organizations* elucidates the emerging research on strategic communication, particularly as it operates in a variety of organizational settings. This book, appropriate for both students and practitioners, emphasizes how theory and research from the field of communication studies can be used to support and advance organizations of all types across a variety of business sectors. Grounded in scholarship and organizational cases, this textbook focuses on message design, provides introductory yet comprehensive coverage of how strategy and message design enable effective organizational and corporate communication, explores how theory and research can be synthesized to inform modern communication-based campaigns. *Strategic Communication for Organizations* will help readers discuss how to develop, implement, and evaluate messages that are consistent with an organization's needs, mission, and vision effectively, reaching and influencing internal and external audiences. *Organizational Change* Laurie Lewis, 2011-03-21 *Organizational Change* integrates major empirical, theoretical, and conceptual approaches to implementing communication in organizational settings. Laurie Lewis ties together the disparate literatures in management education, organizational sociology, and communication to explore how the practices and processes of communication work in real-world cases of change implementation. Gives a bold and comprehensive overview of communication research and ideas on change and those who bring it about. Fills in an important piece of the applied communication puzzle as it relates to organizations. Illustrated with student-friendly real-life case studies from organizations including organizational mergers, governmental or nonprofit policy

or procedural implementation or technological innovation Winner of the 2011 Organizational Communication NCA Division Book of the Year Future Directions of Strategic Communication Howard Nothhaft, Kelly Page Werder, Dejan Verčič, Ansgar Zerfass, 2020-05-21 This book examines the state of strategic communication as a discipline and how it has emerged as a unique area of scholarship in the beginning of the 21st century Strategic communication encompasses all communication that is substantial for the survival and sustained success of entities like corporations governments non profits social movements and celebrities A major aspect of the field is the purposeful use of communication by an organization to engage in conversations of strategic significance to its goals The contributions in this book provide unique insights make compelling arguments and highlight promising areas of scholarship in strategic communication Presented in four parts the chapters explore the emergence of strategic communication its conceptual foundations its expanding body of knowledge and the foundation for further development and new directions in the field Of interest to those studying communication from the perspectives of communication science management theory organizational studies or business administration this volume will also be useful for readers who are new to strategic communication and who are interested in the field for its new avenues of research This book was originally published as a special issue of the International Journal of Strategic Communication

Strategic Organizational Communication Charles Conrad, 1985 Topics addressed in Unit II include power and politics in organizations analyzing organizational situations adapting to organizational situations managing conflict managing stress and sex roles The text addresses the process of communication as an integral part of organizational life and stresses the importance of an employee being able to analyze a situation select an appropriate communication strategy and employ it effectively **Managerial Communication** Larry R. Smeltzer, John L. Waltman, 1984 Strategic Organizational Communication Charles Conrad, Marshall Scott Poole, 2012-02-20 Surveying a wide variety of disciplines this fully revised 7th edition offers a sophisticated and engaging treatment of the rapidly expanding field of organizational communication Places organizations and organizational communication within a broader social economic and cultural context Applies a global perspective throughout including thoughtful consideration of non Western forms of leadership as well as global economic contexts Offers a level of sophistication and integration of ideas from a variety of disciplines that makes this treatment definitive Updated in the seventh edition Coverage of recent events and their ethical dimensions including the bank crisis and bailouts in the US and UK Offers a nuanced in depth discussion of technology and a new chapter on organizational change Includes new and revised case studies for a fresh view on perennial topics incorporating a global focus throughout Online Instructors Manual including sample syllabi tips for using the case studies test questions and supplemental case studies **Communication in Complex Organizations** Terrance L. Albrecht, Betsy Wackernagel Bach, 1997 By emphasizing multiple perspectives this text increases student awareness of the changing demographics in organizations

ORGANIZATIONAL COMMUNICATION , 2023 *Strategic Communication* Jesper Falkheimer, Mats Heide, 2018-01-19

Strategic communication comprises different forms of goal oriented communication inside and between organizations their stakeholders and the society Strategic communication is an emerging practice and research field integrating established disciplines such as public relations organizational communication and marketing communication into a holistic framework The field is based on an awareness of the fundamental importance of communication for the existence and performance of all organizations This textbook offers a broad insight into the field of strategic communication The main aim of the book is to give a general overview of theories concepts and methods in strategic communication The book also aims to develop an understanding of different perspectives and the consequences each one has for practice After reading the book the student or reader will be able to define and reflect upon strategic communication as an academic field and professional practice describe relevant theories and apply these to communication problems The authors apply a reflective and practice oriented approach meaning earlier research or theories are not only described but also discussed from different critical perspectives A practice oriented approach means in this book that the authors strongly emphasize the role of contexts and situations where strategic communication actually happens This book will help business and communications students to not only define and understand a variety of strategic communications theories but to use those theories to generate communication strategy and solutions

The IABC Handbook of Organizational Communication Tamara Gillis,IABC,2011-03-21 The IABC Handbook of Organizational Communication THIS NEW EDITION of The IABC Handbook of Organizational Communication contains a comprehensive collection of practical knowledge about successful corporate communication and its effect on an organization as a whole Thoroughly revised and updated to meet the realities of today s organizational environment the second edition of The IABC Handbook of Organizational Communication includes fresh case studies and original chapters This vital resource contains information that is relevant to communicators in any organization from global conglomerates to small businesses public companies to private firms and for profits to nonprofits The expert contributors cover a wealth of relevant topics including how to excel at executive communication and executive coaching an in depth examination of communication counsel a review of communication and ethics as a whole a review of corporate social responsibility and sustainability issues and how to prepare for communication during a crisis The book also contains information on current issues and trends such as the effects of the recent recession and new technologies that affect strategic communication management A review of internal and employee communication issues the growing need for international and multicultural communication and strategies for combining traditional and social media are explored in detail Whether you are a professional communicator or a corporate executive without a background in the communication discipline you will gain new insight into traditional and emerging issues in organizational communication and learn what it takes to reach stakeholders both inside and outside the organization

Strategic Organizational Communication Charles Conrad,Marshall Scott Poole,1998

Communicating Knowledge Denise Bedford,Ira Chalphin,Karen Dietz,Karla Phlypo,2022-01-27

Communicating Knowledge addresses essential management practices in the 21st century knowledge economy. It speaks to the change that every organization is experiencing as they transition from an industrial to a knowledge organization.

Organizational Communication: Strategies for Success Theodore Avtgis, Andrew S. Rancer, Corey Liberman, 2012-04-30

Organizational Communication Strategies for Success Strategic Communication Jesper Falkheimer, Mats Heide, 2022-08-17 This textbook provides an overview of the core concepts, theories, and methods in strategic communication using examples from research and experiences from practice. Strategic Communication begins by explaining the fundamental concepts related to communication organizations and strategy and then explores the communication processes within leadership, reputation crisis, and change. The authors work to present a framework for the future underpinned by the concept of Communicative Organizations. The content of this 2nd edition has been fully updated to incorporate the latest research and practice examples, including a new chapter on The Future of Strategic Communication. The new edition also features enhanced pedagogical features to aid learning, such as key takeaways and new international case studies and examples throughout. After reading the book, the student or reader will be able to define and reflect upon strategic communication as an academic field and professional practice, describe relevant theories, and apply these to communication problems. It is primarily aimed towards Undergraduate students studying Strategic Communication, Corporate Communications, Public Relations, and Marketing, as well as reflective practitioners looking to gain a more thorough and applied introduction to the field.

Organizational Listening for Strategic Communication Katie R. Place, 2023-06-19 Embracing listening as a useful tool for strengthening organization-publics and organization-employee relationships, this book offers theoretical and practical insights for listening across myriad strategic communication contexts. Chapters authored by a diverse global collective of communication scholars and professionals present original research and case examples of listening for strategic communication in corporate, government, and nonprofit environments. They explore topics such as utilizing artificial intelligence and social media activism, social justice, and ethics, and fostering diversity, equity, and inclusion within and outside organizations. Each chapter concludes with recommendations for strategic communication practice. This book will be of interest to researchers and advanced students in public relations and strategic communication, organizational communication, and listening.

Internal Communication Strategy Rachel Miller, 2024-04-03 Getting internal communication right starts with having a clear strategy. Internal Communication Strategy is your all-in-one guide to designing, developing, and delivering an effective internal communication strategy that will inspire and motivate your employees. Written by award-winning communications professional Rachel Miller and featuring key insights from companies such as Marks & Spencer, Hilton, BBC, and The Met Office, this book covers not only how to develop and write an internal communication strategy but also how to practically implement it throughout your organization to create a shared understanding and vision. With workplaces constantly evolving, this book gives you a solid framework to return to when you need to refresh your strategy, providing

actionable guidance and inspirational insights throughout Drawing on the author s 20 years of experience it also tackles the key topics facing communicators today including communicating with neurodivergent employees how to influence at C suite level the effect of hybrid working and how to measure the impact and prove the value of internal communication

Managerial Communication: Strategies and Applications Geraldine Hynes,2004-06-28 Managerial Communication 3 e by Hynes focuses on skills and strategies that managers need in today s workplace This book continues to stand out in the field for its strategic approach solid research base comprehensive range of topics its even handed examination of oral and written channels and its focus on managerial as opposed to entry level competencies The overriding principle for the revision was to preserve the book s key strengths while bringing it in line with the early twenty first century workplace The chapters have been streamlined and condensed to meet the needs of a busy contemporary manager and content was added to reflect current business practices **Strategic Organizational Communication** Charles Conrad,1994

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