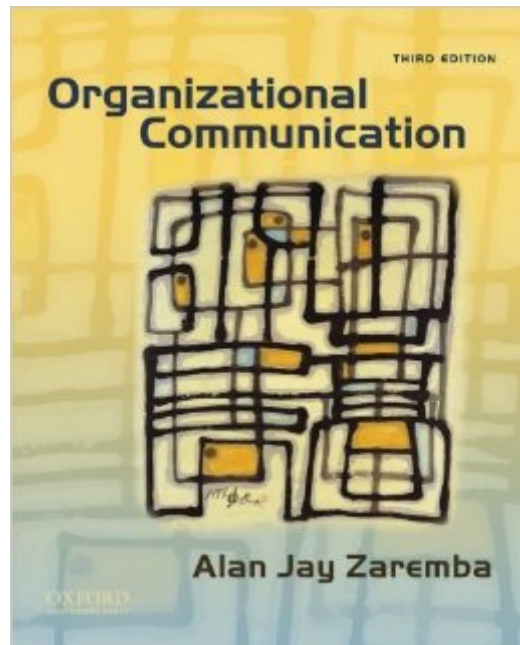


The book was found

Organizational Communication



Synopsis

Organizational Communication, Third Edition, provides a lively, engaging overview of the principles and practices of organizational communication. Using familiar, real-world examples and interviews with actual practitioners that help students connect theory to practice, Alan Jay Zaremba illuminates themes of systems, culture, power, and skills and demonstrates how they relate to organizational communication and organizational communicators. Fully updated and revised throughout, the third edition features:

- * Expanded treatment of theoretical foundations
- * Greater focus on how gender, culture, diversity, globalization, and power impact communication networks
- * Streamlined coverage of written and oral communications
- * Substantially updated discussions of intercultural communication; crisis communication; communication auditing; emerging careers for organizational communication practitioners; new technologies; social networking; and ethical issues (with more emphasis on feminist perspectives)

Highly accessible and student-friendly, Organizational Communication also offers more illustrations, hands-on practice, and pedagogical features than any other text in its market:

- * "Case Studies" boxes open each chapter with relevant, real-world scenarios of organizational communication. Questions at the end of each box get students making connections.
- * "Practitioner Perspectives" boxes--found at the end of each chapter--present interviews with women and men in many roles in different organizations.
- * "Ethical Probes" boxes ask students to consider moral problems and respond to questions about organizational communication issues.
- * "Apply the Principles" boxes challenge students to apply principles to a potentially pressing situation.
- * Extensive review features include the opening "Chapter in a Nutshell," summary "Toolboxes," and varied exercises that encourage group and role play.

Featuring a thoughtful balance of theory and practice, Organizational Communication, Third Edition, provides students with the skills necessary to succeed in a world where communication forms the basis of all organizational activity.

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Customer Reviews

Let me say first that I have been running a website with 300 editors for almost ten years now. I came into this course - and bought this book - having already experienced a variety of issues with communication. I knew just how critical communication could be to an organization. I had seen good quality communication that made work a joy, and I had seen troubled communication which caused disasters. I found this book **incredibly** helpful. Our course was 12 weeks and every week we dedicated ourselves to one of the chapters. Every week I took a ton of notes from the chapter we worked on - not just to pass the class, but because the information was fascinating and directly useful for my daily tasks. The examples were ones I could relate to and demonstrated the issues clearly. There were many times that I'd read a chapter and then enthusiastically go talk to my editors about the ideas, finding ways we could incorporate them in our process. There are discussions on handling a crisis. On ways to manage a group activity or meeting that keeps things flowing smoothly. The differences between writing policies and handling task specific communication. Dealing with individuals from different cultural backgrounds. Ensuring that the messages you give out are listened to and respected. I could imagine, for example, that a young student with no experience in running meetings or dealing with group dynamics might not understand why there's time dedicated to this topic or how important it could be. For people who have gone through those issues and seen how they can bog down a project, the information is invaluable. Very well recommended. As the book mentions, communication is NOT just for "communications professionals" (HR, newsletter writers, etc).

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