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Organizational Communication: Strategies for Success (Paperback)

By Theodore Avtgis, Andrew S. Rancer, Corey Jay Liberman

Kendall/Hunt Publishing Co ,U.S., United States, 2012. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. Organizational Communication: Strategies for Success is theoretically-enhanced through the application of traditional organizational communication theory fused with real-world practical applications. Authors Theodore Avtgis, Andrew Rancer, and Corey Liberman have created an innovative organizational communication package that is grounded in sound pedagogical theory. Written in an accessible, user-friendly way for both undergraduate and graduate students, Organizational Communication: Strategies for Success is the smartest organizational communication package on the market. Seamlessly integrated within the framework of the textbook, the new 2nd edition includes an accompanying website with interactive activities that give practical utility of theories, video clips from popular culture, and classroom management software. In addition, QR codes embedded within the textbook link additional online information. Organizational Communication: Strategies for Success: * Is primarily social science-based, yet addresses important critical cultural elements. * Utilizes communication research as well as research from other disciplines (e.g., Psychology, Business, Management, and Sociology). * Includes new chapters on The Role of Culture in the Process of Organizing, Relational Communication within the Organization, and Communication and Effective Group Practices. * Includes up-to-date material on hot topics such as...



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