



## Organizational Communication (Paperback)

By Alan Jay Zaremba

Oxford University Press Inc, United States, 2009. Paperback. Condition: New. 3rd ed.. Language: English . Brand New Book. 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...



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