DESCRIPTION

This book applies communication concepts and issues from various fields such as marketing, public relations, management, and organizational communication and packages them into a dynamic new approach – Integrated Communication. It is designed to give business students a basic knowledge and broad overview of communication practices in the workplace.

Ultimately, the book should be seen as a practical guide to help students understand that communication is key to decision making and fundamental to success in a global marketplace. The book uses an interdisciplinary approach to its discussion of integrated communication by incorporating theory, application, and case studies to demonstrate various concepts. Theory is introduced when necessary to the understanding of the practical application of the various concepts. Integrated Business Communication is broad enough in scope and method to be used as a core text in business communication. Case studies are an integral part of the material.

ABOUT THE AUTHOR

Bonnye Stuart is an instructor at Winthrop University. She has previously been an instructor at several universities in the United States, among them the UNC Charlotte, Pfeiffer University, the Johnson C. Smith University, North Carolina State University, Groupe ESC Grenoble, St Cloud State University and the University of West Florida. Ms Stuart has also worked as a Communications Manager for Whitesands Marketing, Inc and was a PR coordinator at SAGE Inc. She has a BA in Journalism from Louisiana State University and an MA in Communications from the University of New Orleans.
Dr. Marilyn Sarow, Associate Professor at Winthrop University, was manager of internal communications and assistant director of public affairs at the Chandler Medical Center, University of Kentucky, Lexington, four years and public information coordinator and publications manager of the University of Wisconsin Centers, Madison, seven years. She taught mass communication at the University of Wisconsin-LaCrosse two years. Previously she taught high school English and journalism in Illinois and Michigan. Sarow was president of the Charlotte, N.C. chapter of Women in Communications, Inc., one year and secretary of the YWCA Board of Directors, Madison, Wis., four years. She joined the Winthrop faculty in 1990. She earned her B.S. at Western Michigan University her M.A. at Southern Illinois University-Carbondale and her Ph.D at the University of South Carolina.

Laurence Stuart is the CEO and founder of the College to Career Seminars, Inc. He was previously the Senior Vice President for Sales, Promotion and Marketing at Belk Stores and also Saks Inc (Hergerger's Division). He has also worked for Whitesands Marketing Group, Warnaco New York, Hartmarx Corporation in Chicago and Wemco Inc in New Orleans. He has a BA in Journalism from Louisiana State University. Mr Stuart’s area of expertise is in external and internal communications, media relations and advertising.

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NEW TO EDITION

• The book focuses on the practical application of theory and concepts

• Presents case studies from many sectors to illustrate concepts

• The book will have an interdisciplinary approach utilizing examples from communications, mass communications, marketing, public relations, management, and intercultural and organizational communication being used in many countries throughout the world

• There will be a strong pedagogical structure within the text with a website providing additional materials for students and lecturers
• Contributions from Katherine Van Wormer, Theresa Thao Pham, Charles Lankester, Elizabeth Dougall, Jean Watin-Augouard, Kristi LeBlanc, Geof Cox

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Presents case studies from many sectors to illustrate concepts

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