DESCRIPTION

This popular and engaging text on health communication is now revised and updated in a second edition that incorporates recent research and boasts new material on topics such as crisis communication, social disparities in health, and systemic reform.

• Fully revised second edition of this popular and authoritative text

• Includes fresh material on topics such as crisis communication, health care reform, global health issues, and political issues in health communication

• New case studies, examples, and updated glossary keep the work relevant and student-friendly

• Provides effective strategies for healthcare organizations and individuals in communicating with patients

• Updated and enhanced online resources, including PowerPoint slides, test bank, and instructors manual, available upon publication at www.wiley.com/go/wright

ABOUT THE AUTHOR

Kevin Bradley Wright is Professor and Chair of the Department of Communication at Saint Louis University, USA.
Lisa Sparks is Foster and Mary McGaw Endowed Professor in Behavioral Sciences at Chapman University, USA, and Full Faculty Member of the NCI-designated Chao Family Comprehensive Cancer Center at the University of California, Irvine.

H. Dan O’Hair is a Presidential Professor in the Department of Communication at the University of Oklahoma, USA.

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