### DESCRIPTION

Surveying a wide variety of disciplines, this fully-revised 7th edition offers a sophisticated and engaging treatment of the rapidly expanding field of organizational communication

- Places organizations and organizational communication within a broader social, economic, and cultural context

- Applies a global perspective throughout, including thoughtful consideration of non-Western forms of leadership, as well as global economic contexts

- Offers a level of sophistication and integration of ideas from a variety of disciplines that makes this treatment definitive

Updated in the seventh edition:

- Coverage of recent events and their ethical dimensions, including the bank crisis and bailouts in the US and UK

- Offers a nuanced, in-depth discussion of technology, and a new chapter on organizational change

- Includes new and revised case studies for a fresh view on perennial topics, incorporating a global focus throughout

- Online Instructors' Manual, including sample syllabi, tips for using the case studies, test questions, and supplemental case studies
ABOUT THE AUTHOR

**Charles Conrad** is Professor of Organizational Communication at Texas A&M University. He has received more than a dozen college- and university-level teaching awards, including the National Communication Association's Donald Ecroyd Award. He is the author or editor of nine books, the most recent of which are *Organizational Rhetoric* (2011) and *Global Engineering* (2010).

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