Strategic Organizational Communication: In a Global Economy, 7th Edition
Charles Conrad, Marshall Scott Poole

E-Book
ISBN: 978-1-118-17969-7
December 2011
$83.99

Paperback
ISBN: 978-1-444-33863-8
February 2012
$104.00

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 a 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). His research focuses on the relationship among communication, power, and politics, especially the communicative strategies used by organizations to influence public policies and popular attitudes.

Marshall Scott Poole is a Professor of Communication and Director of the Institute for Computing in the Humanities, Arts, and Social Science at the University of Illinois Urbana-Champaign. He has received several teaching awards and multiple research awards, including the Steven Chaffee Lifetime Productivity Award from the International Communication Association. He is the author or editor of eleven books, including Handbook of Organizational Change and Innovation (2004) and Working Through Conflict (2008).

RELATED RESOURCES

Instructor

View Instructor Companion Site
Contact your Rep for all inquiries

NEW TO EDITION

• Updated to include 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
FEATURES

• 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 seventh edition:

• Updated to include 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

For additional product details, please visit https://www.wiley.com/en-us