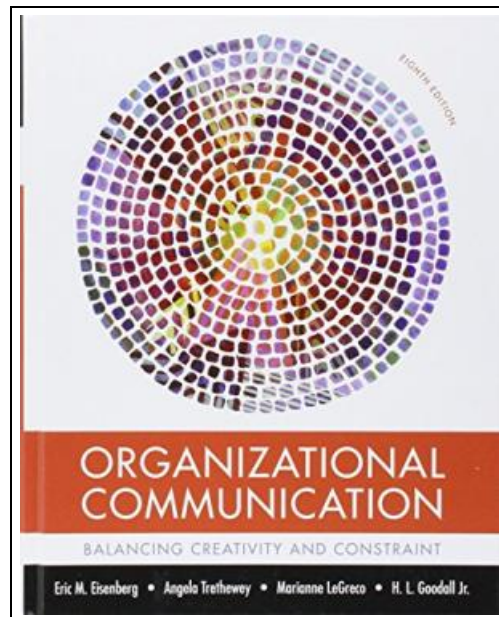


Organizational Communication: Balancing Creativity and Constraint



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ORGANIZATIONAL COMMUNICATION: BALANCING CREATIVITY AND CONSTRAINT

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Bedford/St. Martin's. Hardcover. Condition: New. 432 pages. Organizational Communication combines the latest research with the spirit of the humanities. The overarching model emphasizes the balance of creativity and constraint the ability to simultaneously consider the enabling and constraining aspects of communication. Striking this balance helps people achieve their professional and personal goals. Helping students think critically about the state of all types of organizations from a communication vantage point and showing the communicative linkages from the university level to the national and international levels can generate important conversations inside and outside the classroom and can also serve as an impetus for positive social change. The goals for the textbook include imparting the core theories and skills that organizational communication students need; and sharing the very best of current scholarship, particularly as it relates to rapidly evolving topics like diversity, economics, and technology. With cutting-edge research and contemporary examples, Organizational Communication encourages students to practice the theories they learn. Each chapter has been updated with the best current scholarship on topics from globalization to social media to work-life balance. Our new LaunchPad Solo for Organizational Communication brings together practice quizzes for each chapter, a huge bank of customizable quiz questions, video tools that let you pull in the latest video from YouTube and elsewhere, and a wealth of additional instructor resources. Perhaps the most notable addition to the 8th edition is a new co-author. Marianne LeGreco is from the University of North Carolina at Greensboro, where she holds a position as an Associate Professor in their Department of Communication Studies. Her expertise in organizational policy, community organizing, and the intersections of health and organizing add a new and exciting dimension to the text. Marianne joins Eric M. Eisenberg and Angela Trethewey in this exciting new edition. Eric is a Professor of...

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