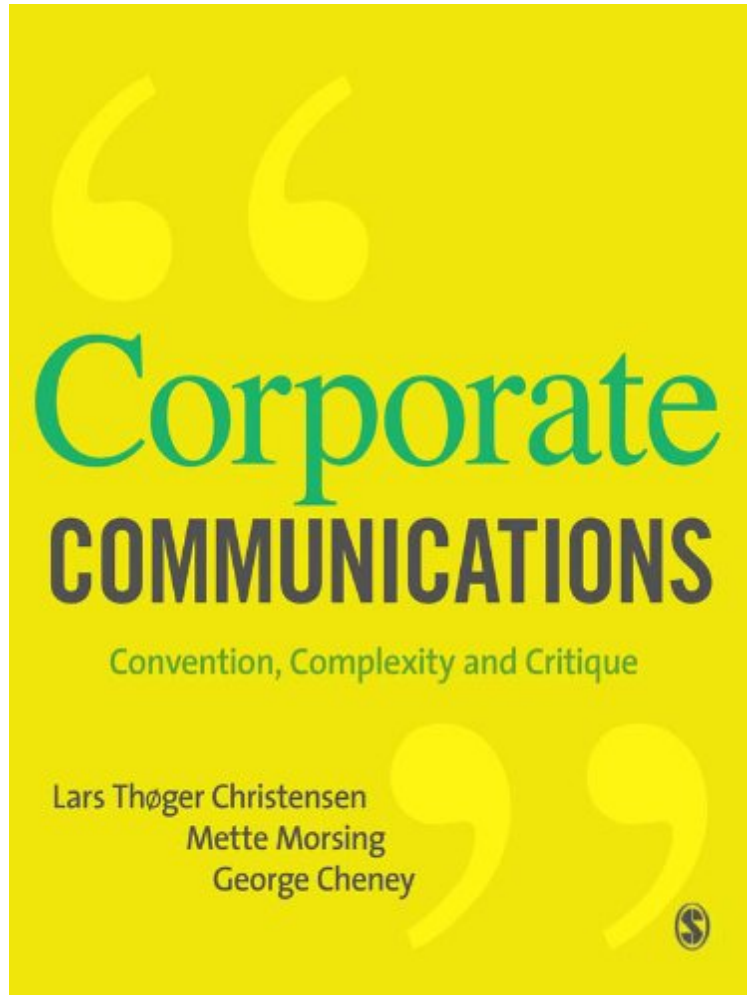


[Download free ebook] Corporate Communications: Convention, Complexity and Critique

Corporate Communications: Convention, Complexity and Critique

Lars Thøgers Christensen, Mette Morsing, George Cheney
*ePub | *DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#2849250 in eBooks 2008-02-28 2014-02-24 File Name: B00IRFI6KG | File size: 34.Mb

Lars Thøgers Christensen, Mette Morsing, George Cheney : Corporate Communications: Convention, Complexity and Critique before purchasing it in order to gauge whether or not it would be worth my time, and all praised Corporate Communications: Convention, Complexity and Critique:

The field of corporate communications describes the practices organizations use to communicate as coherent corporate 'bodies'. Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes. The authors pose important questions such as:- Where does the central idea of corporate communications come from?- What are the underlying assumptions of most corporate communications practices?- What are the organizational and ethical challenges of attempting truly 'corporate' communication? Clearly written with international vignettes and executive briefings, this

book shows that in a complex world the management of communication needs to embrace multiple opinions and voices. Rewarding readers with a deeper understanding of corporate communications, the text will be a 'must read' for advanced undergraduates, graduate students, and scholars, in the arenas of corporate communications, organizational communication, employee relations, marketing, public relations and corporate identity management. Practitioners in these areas will be provoked to re-examine their assumptions and habits.

'This well-researched work on corporate communication is more of a textbook with key definitions and theories in the business of professional communication...The book will be a useful read for management students, corporate personnel, as also media and journalism students' - "Pitch" 'A read that can add value to your messages' "D. Murali" "Business Line"--Dina Gavrilos 'A read that can add value to your messages'--D. Murali (07/22/2013) 'A read that can add value to your messages'--D. Murali (07/22/2013) prime; 'A read that can add value to your messages' prime; (D. Murali 2013-07-22) About the Author Steve May is Associate Professor in the Department of Communication Studies at the University of North Carolina at Chapel Hill. He is also currently a Leadership Fellow at the Institute for the Arts and the Humanities and an Ethics Fellow at the Parr Ethics Center, and serves as an ethics researcher and consultant for the Ethics at Work program at Duke University's Kenan Institute for Ethics. His most recent books include *Case Studies in Organizational Communication: Ethical Perspectives and Practices* and *Engaging Organizational Communication Theory and Research: Multiple Perspectives*. He is a past forum editor of *Management Communication Quarterly*. George Cheney is Professor of Communication at the University of Utah, where he also serves as Director of Peace and Conflict Studies. In addition, he is Adjunct Professor of Management Communication at the University of Waikato, Hamilton, New Zealand. Cheney has authored, co-authored, or co-edited five books and he had published over 75 journal articles and book chapters. Recognized for both teaching and research, he has lectured, conducted research, and consulted in Western Europe and Latin America, in addition to the United States and New Zealand. He is a past chair of the Organizational Communication Division of the National Communication Association and is a reviews editor for *Organization*. Juliet Roper is Professor of Management Communication at the Waikato Management School, University of Waikato in Hamilton, New Zealand. She is currently the Sustainability Convenor for the Waikato Management School and representative for the school's membership in the European Academy of Business in Society (EABIS). She is co-author of *The Politics of Representation: Election Campaigning and Proportional Representation*, and has published articles in many journals, including the *Journal of Public Relations Research*, *Public Relations*, the *Journal of Applied Communication Research*, and the *Journal of Public Affairs and Corporate Governance*.