

Strategic organizational communication: In a global economy

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20417544&lokasi=lokal>

Abstrak

The goal of strategic organizational communication has been to provide a unified description of the incredibly diverse array of ideas that make up 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.