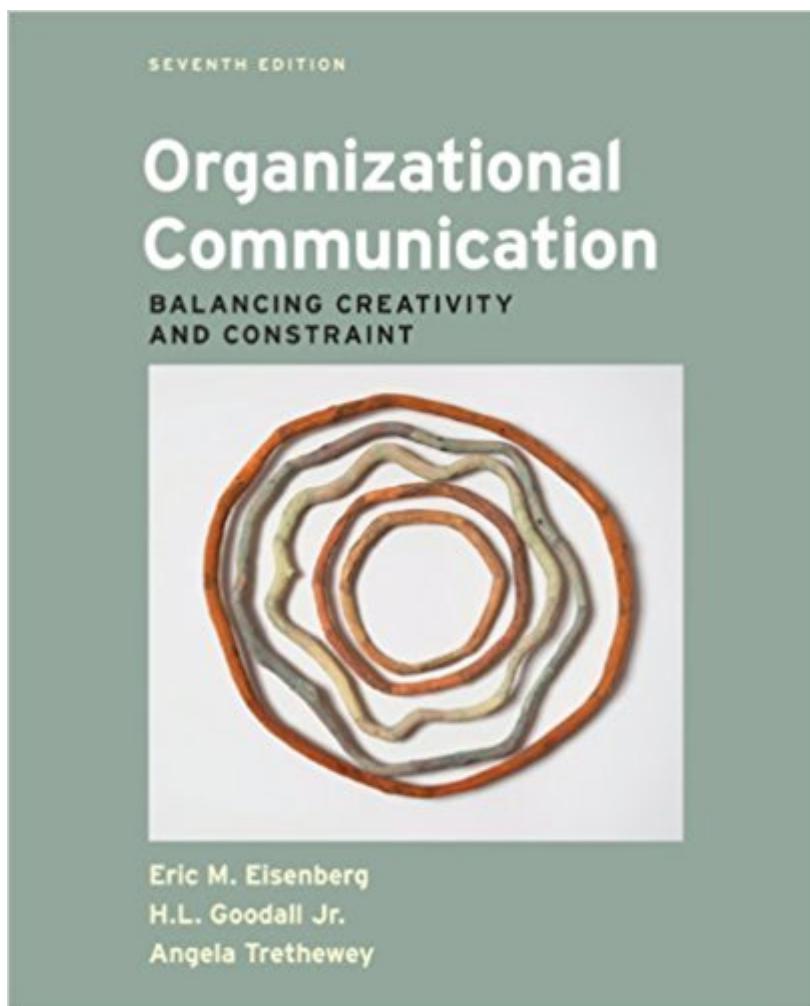


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# Organizational Communication: Balancing Creativity And Constraint



## **Synopsis**

Respected scholars Eric Eisenberg, H.L. Goodall Jr., and Angela Trethewey continue to join the most respected and contemporary scholarship in the field with practical, hands-on application in this concise and readable introduction to organizational communication. Using the metaphor of creativity (getting what you want) and constraint (following established rules), this student-friendly textbook offers students opportunities to practice the theories and concepts they learn—including in this edition all new coverage of identity and difference in the workplace as well as social media, blogging, smartphone use, and other technological topics. The seventh edition is also available in affordable e-book formats that will fit with any budget.

## **Book Information**

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## **Customer Reviews**

Eric M. Eisenberg is Professor of Communication and Dean of the College of Arts and Sciences at the University of South Florida. Eisenberg twice received the National Communication Association award for the outstanding research publication in organizational communication, as well as the Burlington Foundation award for excellence in teaching. Eisenberg is the author of over seventy-five articles, chapters, and books on the subjects of organizational communication and communication theory. He is an internationally recognized researcher, teacher, and consultant specializing in the strategic use of communication to promote positive organizational change. He has worked closely with executives and employees from organizations across a wide variety of industries, including Starwood Hotels and Resorts, State Farm Insurance, and Baystate Health. The late H. L. (Bud)

Goodall, Jr. (PhD, Penn State) was Professor of Communication in the Hugh Downs School of Human Communication at Arizona State University, where he also served as a Senior Fellow in the Consortium for Strategic Communication and as an affiliated faculty member in the Center for the Study of Religion and Conflict. He was the author or coauthor of many books and articles on organizational and strategic communication, narrative, and ethnography, most recently *Counter-Narrative: How Academics Can Challenge Extremists and Promote Social Justice* (Left Coast Press, 2010), and with Jeffry Halverson and Steven R. Corman, *Master Narratives of Islamist Extremism* (Palgrave/Macmillan, 2010). With coauthors Steven R. Corman and Angela Trethewey, their volume *Weapons of Mass Persuasion: Strategic Communication to Combat Violent Extremism* won the Best Book award from the Applied Communication Division of the National Communication Association in 2009, and his autoethnographic memoir, *A Need to Know: The Clandestine History of a CIA Family* won the Best Book award from the Ethnography Division of NCA in 2007. Goodall worked as an organizational consultant for over thirty years. His clients included high technology organizations, educational institutions, and U. S. military, intelligence, and diplomatic services. He was listed in *Who's Who in the Social Sciences* and was the recipient of the Gerald M. Phillips lifetime achievement award in applied communication scholarship from the National Communication Association in 2003. Angela Trethewey is associate professor in the Hugh Downs School of Human Communication at Arizona State University. Her award-winning research exploring the relationships among organizational communication, power, and gendered identities has been published in flagship journals in the field, including *Journal of Applied Communication Research*, *Management Communication Quarterly*, and *Communication Monographs*. She has also edited special issues on topics such as translating scholarship into practice and living with organizational contradictions. Recently, she received the Master Teacher Award from the Western States Communication Association.

Fantastic information, unbiased and educational, contains all around great knowledge about organizational communication. Would recommend for anyone who wants to learn more about how to be a great leader and team player in any kind of work industry or organization.

Good info on leadership!

The book provides a clear understanding on organizational communication and leadership effect.

Organization of text is terrible and is extremely hard to navigate. Information is quite useful but layout is impractical

Great price, fast delivery.

Textbook

Really insightful!

It is what I wanted to have. Thank u.

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