



**Fundamentals Of Organizational Communication
Knowledge, Sensitivity, Skills, Values, 6th edition
2005 publication**

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This text presents the concepts of organizational communication within a unique competency- based approach that incorporates personal knowledge, interpersonal sensitivity, communication skills, and ethical values. Blending theory, analysis, and practice more extensively than any other text on the market, Fundamentals of Organizational Communication provides an introduction to major organizational communication issues and theories, as well as an immediate application of the concepts presented. New and Enduring Features A chapter on organizational change and communication has been added, giving the topic the individual attention and focus it needs and allowing for better understanding and discussion among students (Chapter 11). A new section focusing on crisis communication has been added. Since the September 11, 2001 attacks many organizations are looking at their crisis communication plans to be sure that they can handle a crisis requiring major strategic communication efforts. New cases and essays have been added to increase the understanding of theory. The competency-based approach integrates theory with opportunities for critical thinking and skill development. Original cases in each chapter and in the "Putting It All Together"; sections give students opportunities to apply theory and concepts to real situations. Additional cases in the Instructor's Manual also can be used for class discussion and testing. A global focus throughout the text assists students in preparing for the changing nature of the workplace. Comprehensive coverage of major issues-including organizational conflict, leadership, values, diversity, technology, and ethical behavior-offers students a thorough introduction to the current field of organizational communication. Praise for Fundamentals of Organizational Communication.

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