Record Nr. UNINA9910141311803321 Autore Lewis Laurie K Titolo Organizational change [[electronic resource]]: creating change through strategic communication / / Laurie K. Lewis Chichester, West Sussex: Malden, MA.: Wiley-Blackwell, 2011 Pubbl/distr/stampa **ISBN** 1-283-40731-0 1-4051-9189-9 9786613407313 1-4443-4037-9 Edizione [1st edition] Descrizione fisica 1 online resource (313 p.) Collana Foundations in communication theory;; 2 Classificazione LAN004000 Disciplina 658.4/5 658.45 Soggetti Organizational change Communication in organizations Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Organizational Change: Creating Change Through Strategic Communication; Contents; Contents in Detail; Introduction; 1: Defining Organizational Change; 2: Processes of Communication During Change; 3: A Stakeholder Communication Model of Change; 4: Outcomes of Change Processes; 5: Communication Approaches and Strategies; 6: Power and Resistance: 7: Antecedents to Strategies, Assessments, and Interactions: 8: Stakeholder Interactions: Storying and Framing: 9: Applying the Model in Practice; Glossary; Index Sommario/riassunto Organizational Change integrates major empirical, theoretical and conceptual approaches to implementing communication in organizational settings. Laurie Lewis ties together the disparate literatures in management, education, organizational sociology, and communication to explore how the practices and processes of communication work in real-world cases of change implementation. Gives a bold and comprehensive overview of communication research and ideas on change and those who bring it about Fills in an important

piece of the applied communication puzzle as it relates t