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Titolo	Fundamental Theories of Business Communication : Laying a Foundation for the Field / / by Milton Mayfield, Jacqueline Mayfield, Robyn Walker
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Descrizione fisica	1 online resource (xi, 266 pages) : illustrations
Collana	New Perspectives in Organizational Communication, , 2730-5341
Disciplina	658.45
Soggetti	Personnel management Communication Industrial organization Management Strategic planning Leadership Human Resource Management Media and Communication Organization Business Strategy and Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction -- 2. How We Selected the Theories -- 3. A Typology of Business Communication Theories -- 4. Theory Classifications -- 5. Channels and Barriers -- 6. Cultural Characteristics and Influences -- 7. Flows and Patterns -- 8. Meaning-Making and Discovery -- 9. Motivation and Persuasion -- 10. Organizational Structures -- 11. Reasons and Representations -- 12. Emerging and Noteworthy Theories -- 13. Theory Traditions and Influences -- 14. Why We Need Business Communication Theories -- 15. Conclusion and Future Development -- 16. Recommended Readings.
Sommario/riassunto	This book examines the major business communication theories,

delving into their relationships and practical applications. Many business communication studies lack a strong theoretical grounding—a deficit that creates difficulties for researching business communication phenomena and building upon previous studies. The book addresses this issue by cataloging and briefly describing the major business communication theories, as well as giving a typology of these theories to better integrate them. This book provides value to business communication researchers (who can use it to build upon and develop their work), experts in practice (who can apply it to improve business communications), and academics (who can use it to enhance their instructional designs). It also offers insights into new developments on the business communication theory horizon.
