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Titolo	Rumors and rumor control : a manager's guide to understanding and combatting rumors // Allan J. Kimmel
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 233-245) and indexes.
Nota di contenuto	Contents; Preface; PART I: UNDERSTANDING RUMORS AND RUMOR TRANSMISSION; PART II: COMBATTING RUMORS IN THE MARKETPLACE AND WORKPLACE; References; Author Index; Subject Index
Sommario/riassunto	This book offers a thorough examination of rumors and proposes strategies for organizations to use in combatting rumors that occur both internally and externally. Author Allan J. Kimmel explores the rumor phenomenon and distinguishes it as a distinct form of communication. He looks at psychological and social processes underlying rumor transmission to understand the circumstances under which people invent and circulate rumors. In addition, he examines how rumors are spread--both interpersonally and through mediated processes--and offers strategies for organizations to respond to rumors when th