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Nota di contenuto	Cover; Brief Contents; Detailed Contents; Preface; 1 - Organizations and Rhetoric in Contemporary Culture; 2 - Identifying Rhetorical Strategies in Organizational Rhetoric; 3 - Rhetorical Situations in Organizations; 4 - Critical Approaches to Organizational Rhetoric; 5 - Evaluating and Critiquing Organizational Rhetoric; 6 - Identity Creation and Maintenance Rhetoric; 7 - Rhetoric About Issues; 8 - Rhetoric About Organizational Risk; 9 - Crisis Rhetoric; 10 - Organizational Rhetoric for Internal Audiences; Epilogue; Appendix; References; Index; About the Authors
Sommario/riassunto	'Organizational Rhetoric' introduces students to a rhetorical approach to understanding, analyzing and creating organizational messages for both internal employees and external customers.