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Sommario/riassunto	American Catholicism is in transition, and American dioceses need to become more sophisticated in how they think about and approach communication if the Church is to make this transition gracefully. Bringing together Catholic theology, philosophy of communication, and corporate communication scholarship, this book creates a new sub-discipline, "diocesan institutional rhetoric," that speaks to both scholars and practitioners in the fields of communication and rhetorical studies, Catholic theology, and pastoral leadership.