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Titolo	The power of writing in organizations : from letters to online interactions // Anne-Laure Fayard and Anca Metiu
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (257 p.)
Collana	Organization and management series
Altri autori (Persone)	MetiuAnca
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Soggetti	Communication - Psychological aspects Business writing Communication in organizations Online social networks - Psychological aspects Communities - Social aspects
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- The power of writing : evidence from letters -- Writing as a fundamental mode of communication -- The mechanisms of writing -- Expressing emotions through writing -- Knowledge development through writing -- Writing and community building -- The power of writing in online communication -- From letters to online writing -- Expressing emotions and developing trust online -- Creating knowledge in online interactions -- The role of writing in developing a sense of we-ness in online communities -- Beyond the media : the power of writing -- References.
Sommario/riassunto	This book demonstrates the power of writing in informal and formal organizations in the past and the present. It shows how writing, despite long lasting criticisms that can be traced back to Plato, and in spite of its frequent definition as a mere recording medium is in fact a creative mode of communication that supports the expression of emotions, the

developing knowledge, and the building of strong communities among faraway individuals. The first part of the book illustrates how this has been true historically. The focus on writing as a fundamental mode of communication - the other being spe
