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Nota di contenuto	Organizational Change: Creating Change Through Strategic Communication; Contents; Contents in Detail; Introduction; 1: Defining Organizational Change; 2: Processes of Communication During Change; 3: A Stakeholder Communication Model of Change; 4: Outcomes of Change Processes; 5: Communication Approaches and Strategies; 6: Power and Resistance; 7: Antecedents to Strategies, Assessments, and Interactions; 8: Stakeholder Interactions: Storying and Framing; 9: Applying the Model in Practice; Glossary; Index
Sommario/riassunto	Organizational Change integrates major empirical, theoretical and conceptual approaches to implementing communication in organizational settings. Laurie Lewis ties together the disparate literatures in management, education, organizational sociology, and communication to explore how the practices and processes of communication work in real-world cases of change implementation. Gives a bold and comprehensive overview of communication research and ideas on change and those who bring it about Fills in an important piece of the applied communication puzzle as it relates t

