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Sommario/riassunto	The Art of Communication combines over two decades of research and teaching into a comprehensive guide on strategic communication. Grounded in the theoretical and methodological frameworks of 'situated communication' and 'communication project', this book highlights an understanding of both traditional and emerging communication practices. It particularly focuses on new genres, such as branding, design and digital communication strategies, and introduces the innovative concept of 'textscapes' - specially crafted environments to fulfill communicative objectives. This book is enriched with practical examples and is particularly relevant in multicultural and international settings, providing essential insights for adapting communication strategies to diverse cultural contexts.