



Organizational Change: Creating Change Through Strategic Communication (Foundations in Communication Theory)

Laurie K. Lewis

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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 to organizations
- Illustrated with student friendly, real life case studies from organizations, including organizational mergers, governmental or nonprofit policy or procedural implementation, or technological innovation
- Winner of the 2011 Organizational Communication NCA Division Book of the Year

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