



Communicating for Managerial Effectiveness: Problems | Strategies | Solutions

Phillip G. Clampitt

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"This text is a treasure trove for use in and out of the classroom."

-Steven Ralston, University of Michigan, Flint

"This book is one of the few which is a 'must read' in the field of management communication. Phil Clampitt combines a deep understanding of the research with an unparalleled sensitivity to the needs of practitioners. He has produced a text which is stimulating, fun to read and which transforms the way in which we think about communication in organisations. Wise executives will study its pages in order to steal ideas about best practice from one of the best in the business. The winners will be the organisations they work for. The losers will be the competition."

-Dennis Tourish, Aberdeen Business School, Aberdeen, Scotland

Presenting managerial communication as a strategic, value-adding aspect of every organization, **Communicating for Managerial Effectiveness, Fourth Edition**, provides students, executives, and managers with actionable strategies that address vital communication challenges, including:

- Communicating about major changes
- Spanning organizational boundaries
- Addressing ethical dilemmas
- Providing useful performance feedback
- Cultivating the innovative spirit
- Building a world-class communication system.

Integrating theory, research, and real-world case studies, author Phillip G. Clampitt, enables readers to view their own communication abilities, organizational dilemmas, and challenges and to develop solutions to real communication problems. The book's "Wheel of Communication Effectiveness" model illustrates the interconnected nature of a world-class communication system.

New to the Fourth Edition:

- More emphasis on critical thinking
- Coverage of the latest strategic tools for managerial communication
- New research on ethics in organizations and environmental responsibility
- Updated examples of how technology influences communication in organizations
- "By the Numbers" sidebars that provide provocative facts, highlights on research, and summaries

Accompanied by Outstanding Ancillaries:

- **NEW Instructor Resources on CD-ROM**, available to qualified adopters, includes PowerPoint slides, test questions, and sample case studies.

- NEW **student study site** includes short video case studies and questions for each chapter.

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