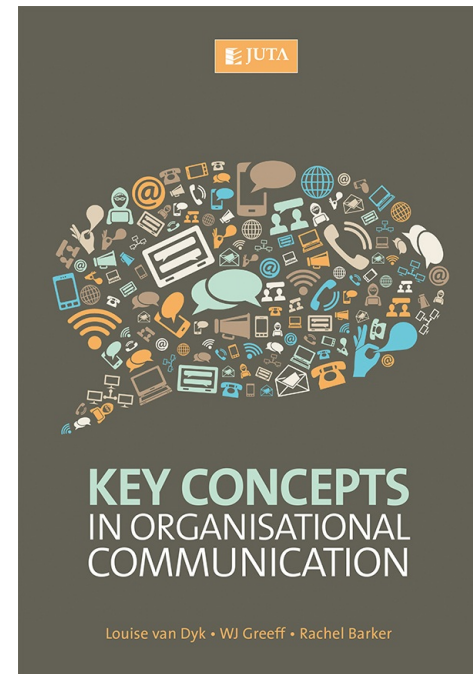


Key Concepts in Organisational Communication (ePub)

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About this Publication:

Key Concepts in Organisational Communication is a ground-breaking publication which aims to assist researchers in the field of organisational communication by providing an overview of 200 frequently used communication concepts as a starting-point for reading and further research. This e-book facilitates crossreferencing and access to further reading material.

Louise van Dyk is involved in research and teaching in the Department of Communication Science at Unisa. Her fields of specialisation include stakeholder relationships, corporate social investment, development communications and others.

WJ (Elnerine) Greeff is involved in research and teaching in the Department of Communication Science at Unisa. Her areas of interest include internal communication, communication with diversities, stakeholder relationshipbuilding and others.

Rachel Barker has more than 20 years' industry experience and 18 years in teaching and research. She is a National Research Foundation (NRF) C2-rated researcher in Communication and specialises in organisational communication.

Contents Include:

Organisational communication is a multidisciplinary field which has bearing on the private sector, public service and civil society. It draws on ideas from management sciences and the humanities, resulting in an extensive terminology and range of concepts, some unique to organisational communication and others borrowed or adapted from its foundational disciplines.

Each of the 200 concepts taken from these fields are accompanied by:

- Cross-references to related concepts
- An international reading list
- A list of South African authors and other publications on the concept, where applicable.

Of Interest and Benefit to:

