



Communicating for Managerial Effectiveness: Problems | Strategies | Solutions

Phillip G. Clampitt

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Author, Phillip G. Clampitt (Hendrickson Professor of Business) skillfully integrates theory, research, and real-world case studies into models designed to enhance understanding of complex communication issues and guide thoughtful responses to the challenges. The book's "Wheel of Communication Effectiveness" model illustrates the unified nature of a world-class communication system. *Communicating for Managerial Effectiveness, Fifth Edition* equips students, managers, and executives with the strategies and tools to address common communication problems experienced in organizations with the goal of learning how to add value to their organizations by communicating more effectively. Some of these challenges include:

- Communicating about major changes
- Spanning organizational boundaries
- Selecting the proper communication technologies
- Transforming data into knowledge
- Addressing ethical dilemmas
- Providing useful performance feedback
- Cultivating the innovative spirit
- Building a world-class communication system

NEW TO THE FIFTH EDITION

- New model for assessing, managing, and mastering traditional and developing communication technologies
- Emphasis on social media with current and relevant examples
- New research on decision-making heuristics and biases
- New "how-to" tools and exercises to demonstrate how to craft effective communication strategies and develop tactics
- "Historical Hyperlinks" feature with insights from fascinating leaders including Teddy Roosevelt, Martha Graham, Socrates, and Juliette Gordon Low to explore the communication challenges they faced and how they resolved them

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