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Sherry Devereaux Ferguson is the author of Communication Planning (4.00 avg rating, 9 ratings, 0 reviews, published 1999), Caught in Time (3.83 avg ratin...

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Book reviews: Journal of Applied Communication Research

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Table of Contents

Crisis Communications: A Casebook Approach presents case studies of organizational, corporate, and individual crises, and analyzes the communication responses to these situations. Demonstrating how professionals prepare for and respond to crises, as well as how they develop communications plans, this essential text explores crucial issues concerning communication with the news media, employees, and consumers in times of crisis. Author Kathleen Fearn-Banks examines the steps of choosing the appropriate words to convey a message, selecting the method and channels for delivering the message, and identifying and targeting the most appropriate publics or audiences. She also addresses such important topics as avoiding potential mismanagement of communication in crisis situations. Key features of this fourth edition are: six new cases, including several international crises current discussion of communications technology as it relates to crisis a Companion Website -- www.routledge.com/textbooks/fearn-banks -- with additional cases as well as supplemental materials for students and classroom resources for instructors. A Student Workbook is also available for use with this volume, providing additional pedagogy for each chapter, including discussion questions, activities, key terms, case exercises, and worksheets. Utilizing both classic and contemporary cases of real-world situations, Crisis Communications provides students in public relations and business with real-world perspectives and valuable insights for professional responses to crises. It is intended for use in crisis communications, crisis management, and PR case studies courses.

Communication in Everyday Life: Personal and Professional Contexts is a comprehensive introduction to interpersonal communication and the different contexts-both personal and professional-in which communication and interaction take place.

Using fresh ideas with proven methods, Strategic Planning Plus promotes an ethical, holistic approach to the subject of strategic planning. Building on Peter Drucker's dictum that selecting the right job is more important than doing the job right, this book provides a practical guide to defining what should be accomplished, and defining solutions and interventions. Kaufman presents: guidance on how to identify the direction an organization must take; a six-step process for identifying and solving organizational problems; ideas for determining how to achieve desired results; and methods for evaluating progress and revising strategic plans. In addition the book provides a variety of aids including flowcharts, checklist

The innovation economy sets new standards for global business and requires efficient innovation management to plan, execute and evaluate innovation activities, establish innovative capability and coordinate resources and capacities for innovation on an intra- and inter-organizational level. Moreover, communication of innovation is one essential impact factor of innovation success due to successful launches of innovations into markets, establishment of stakeholder relationships, and strengthened corporate reputation in the long-run. Consequently, the portfolio of communication activities for innovations has to be mastered by a company or collaborative network equal to the innovation portfolio. Thus, management of innovation and innovation communication on a strategic level play an important role in business nowadays. This new book concentrates on new approaches and methods for strategies and communications for innovations. As one part of the book, integrated perspectives on strategy and communication for innovation intend to bridge the gap between innovation management and communication management. This new book shall contribute to management science and answer current question in business. It provides cutting-edge information and offers a knowledge source for researchers, students, and business representatives who design, implement and manage innovation and innovation communication / marketing of innovation.

The innovation economy sets new standards for global business and requires efficient innovation management to plan, execute and evaluate innovation activities, establish innovation capability and coordinate resources and capacities for innovation on an intra- and inter-organizational level. Communication has become a critical factor underpinning successful innovation. As a new communication field, innovation communication facilitates the successful launches of new products and services, the establishment of stakeholder relationships, and the strengthening of corporate reputation in the long-run. Consequently, firms today need to develop a strong portfolio of communication tools as an integral part of their strategic innovation management activities. This new edition mainly concentrates on emerging approaches and methods for integrating communication as part of strategic innovation management. A key theme is the provision of an integrated perspective to bridge the gap between innovation management and communication management at both strategic and operational levels. This book makes an important contribution to this evolving academic domain by providing multiple perspectives on the latest research on innovation communication and strategic open innovation. It also provides guidance for managers seeking to understand the diverse ways by which they can leverage communication to support successful innovation.

It is acknowledged that the introduction of communication technology and computers of all kinds to the Kingdom of Saudi Arabia in recent decades has contributed significantly to bringing about a quantum leap in the employment of information to improve the lives of Saudis and to spur their development and well-being. It has also assisted in the transition of many sectors in the Kingdom from traditional patterns of knowledge to new patterns. The information society is a prerequisite for the establishment of the knowledge society, which we are striving to build in our country. The transition to a knowledge society has many requirements. Most notably, these requirements, with regard to the University, are: An educational system that provides pillars and mechanisms for knowledge and makes full use of them Effective bodies for research and development across all public and private sectors A strategic plan for making a radical change in the structure and regulations of higher education

By emphasizing how to think strategically about a research project, the author of this innovative book shows readers the important steps of a scientific study - from the formulation of the study to the write-up of results. Illustrative examples from the social, health and behavioural sciences are used throughout to illustrate 40 principles of good research practice.

Now in its second edition, <td>Argumentative and Aggressive Communication is the only text dedicated to the presentation and synthesis of research, theory, and application efforts on the aggressive communication traits of argumentative and verbal aggressiveness.<td> In this updated edition, Rancer and Avtgis present new research and theory on argumentative and aggressive communication that has been influential in communication and in other social science disciplines since the first edition was published in 2006. The volume includes a discussion of new contexts in which argumentative and aggressive communication has become salient as well as new areas of research which extend into the domains of healthcare, sports, politics, digital media, and nonverbal communication. This edition includes over 100 new studies and references.<td> With student-friendly features such as discussion questions at the end of chapters, the text is ideal for courses in communication and conflict, interpersonal communication, communication and personality, and personality theory and research, among others. It is also an invaluable resource and reference for scholars and graduate students who conduct research on argumentative and aggressive communication.

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