



# Organizational Change: Creating Change Through Strategic Communication

By Laurie 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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### Editorial Review

#### Review

"Summing Up: Recommended. Academic collections, upper-division undergraduate and up." (Choice, 1 December 2011)

"Her communication perspective and selection of case studies help to make this book a valuable resource to leaders in both the public and private sectors. It's a must read organizational knowledge manual for students of communication and organizations alike. Lewis draws on existing literature and her extensive original research to provide a comprehensive and innovative treatment of communication in planned change implementation." (PM World Today Book Review, 1 September 2011)

"Read the valuable and well researched book Organizational Change: Creating Change Through Strategic Communication by Laurie K. Lewis, and put this holistic and communication oriented book to work for your organization. This book offers a fresh and important perspective on change management and its effects on organizations, change implementers, and the various affected stakeholders". (Blog Business World, 10 June 2011)

#### Review

"Laurie Lewis provides a compelling and fresh look at the concept and practice of change. Her communication perspective and selection of case studies help to make this book a valuable resource to leaders in both the public and private sectors."

Michael Bzdak, Ph.D., Johnson & Johnson

"The complexity of organizational life is brought to life in this book as stakeholders with different backgrounds, interests and resources struggle to find solutions to the problems of the day. It's a must read for 21st century organizational knowledge for students of communication and organizations alike."

Gail T. Fairhurst, University of Cincinnati

"Lewis draws on the literature and her extensive original research to provide a comprehensive and innovative treatment of communication in planned change implementation. A must for students, researchers, and practitioners."

Ted Zorn, University of Waikato

"As the pace of change accelerates in our society, increasingly driven by forces external to our organizations and institutions, Lewis's contribution couldn't be more timely, or critical as we seek to better chart our future."

Matthew Hamill, Senior Vice President, National Association of College and University Business Officers

"We know change is an increasingly critical process affecting literally everything. Lewis provides an excellent examination of change from a strategic communication perspective with an important and innovative focus on stakeholders. Her message is theoretically sound, accessible, compelling, and ultimately practical."

Pamela Shockley Zalabak, University of Colorado, Colorado Spring

“For students of organization, this is a must-read. Through illuminating case studies and a remarkably clear discussion of theories, Lewis shows how our conception of organization is key to how we approach and implement change; she builds on this to show how a more complex vision of communication can enrich our conceptions of both organization and stakeholder theorizing. This book is an important contribution to the way we think about organizational communication. “

Tim Kuhn, University of Colorado, Boulder

From the Back Cover

What is organizational change and how it can be brought about? *Organizational Change* integrates major empirical, theoretical, and conceptual approaches to implementers' and other stakeholders' strategic communication during change. Laurie Lewis ties together 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.

Written for both undergraduate and graduate students, the book fills in an important piece of the applied communication puzzle as it relates to organizations. In addition to giving a bold and comprehensive overview of communication research and ideas on change and those who bring it about, each chapter is illustrated with student-friendly, real-life case studies including organizational mergers, governmental/nonprofit policy and procedural implementation, and technological innovation.

## **Users Review**

**From reader reviews:**

**Pamela Pinkham:**

Book will be written, printed, or highlighted for everything. You can understand everything you want by a guide. Book has a different type. As we know that book is important point to bring us around the world. Adjacent to that you can your reading skill was fluently. A book *Organizational Change: Creating Change Through Strategic Communication* will make you to always be smarter. You can feel a lot more confidence if you can know about every thing. But some of you think that will open or reading the book make you bored. It isn't make you fun. Why they could be thought like that? Have you searching for best book or acceptable book with you?

**Michael Decker:**

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luxuriate in reading.

**John Hickman:**

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**Tammy Carver:**

This *Organizational Change: Creating Change Through Strategic Communication* is a completely new way for you who has interest to look for some information mainly because it relieves your hunger for information. Getting deeper you upon it getting knowledge more you know or else you who still having little digest in reading this *Organizational Change: Creating Change Through Strategic Communication* can be the light food in your case because the information inside this particular book is easy to get by simply anyone. These books produce itself in the form which is reachable by anyone, sure I mean in the e-book application form. People who think that in e-book form make them feel tired even dizzy this book is the answer. So there is no in reading a reserve especially this one. You can find actually looking for. It should be here for you. So, don't miss it! Just read this e-book sort for your better life and also knowledge.

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