

ESSENTIAL OF TECHNICAL COMMUNICATION 2ND EDITION Study Guide

Essential of Technical Communication 2nd Edition is a comprehensive guide designed to equip students, professionals, and researchers with the fundamental skills required for effective technical communication. As the second edition of this influential book, it builds upon foundational principles while integrating recent advancements and contemporary practices in the field. Whether you're preparing technical reports, creating user manuals, or delivering presentations, understanding the core concepts of this edition is crucial for mastering the art of conveying complex information clearly and efficiently.

Overview of Essential of Technical Communication 2nd Edition

What is Technical Communication?

Technical communication refers to the process of conveying technical information in a clear, concise, and accessible manner. It involves creating documents, presentations, and digital content that help users understand complex systems, procedures, or data. Effective technical communication bridges the gap between experts and non-experts, ensuring the message is understood accurately.

Purpose and Scope of the Book

The second edition aims to:

- Enhance readers' writing and speaking skills tailored for technical audiences.
- Provide practical guidance on document design and organization.
- Introduce modern tools and digital communication platforms.
- Emphasize ethical considerations and cultural sensitivity in communication.

Key Features of the 2nd Edition

Updated Content and New Chapters

The second edition incorporates:

- The latest trends in digital and online communication.
- Advanced techniques for visual communication, including infographics and data visualization.
- Expanded sections on ethical issues, intellectual property, and legal considerations.
- Practical exercises and case studies to reinforce learning.

Focus on Skill Development

The book emphasizes:

- Writing skills tailored for technical audiences.
- Oral communication strategies, including presentations and meetings.
- Collaborative communication and teamwork in technical projects.
- Use of modern tools such as software documentation platforms and multimedia.

Core Concepts in Technical Communication

Importance of Clarity and Conciseness

Clarity ensures that the message is easily understood, while conciseness prevents information overload. The second edition highlights:

- Techniques for simplifying complex ideas.
- Avoiding jargon unless necessary, and providing definitions when used.
- Using active voice and straightforward language.

Audience Analysis and Adaptation

Understanding the audience is vital for effective communication. This includes:

- Identifying the audience's technical knowledge level.
- Tailoring language, tone, and format accordingly.
- Anticipating questions and concerns.

Document Design and Layout

Good design enhances readability and comprehension. The book discusses:

- The use of headings, lists, and visuals.
- Consistent formatting and style.
- Incorporating white space and appropriate font choices.

Types of Technical Documents Covered

Reports and Proposals

Guidance on structuring reports, including:

- Executive summaries.
- Methodology, results, and conclusions.
- Effective use of visuals.

User Manuals and Instructions

Best practices for writing clear instructions, including:

- Step-by-step procedures.
- Safety and troubleshooting tips.

Technical Correspondence

Emails, memos, and letters tailored for professional settings, emphasizing:

- Formal tone.
- Clear subject lines and concise content.

Digital and Online Content

Creating content for websites, blogs, and social media, focusing on:

- SEO strategies.
- Engaging and accessible language.

Modern Tools and Technologies in Technical Communication

Software and Platforms

The second edition explores:

- Document creation tools like MS Word, LaTeX, and Adobe FrameMaker.
- Collaboration platforms such as Google Workspace, SharePoint, and Confluence.
- Visualization tools like Tableau, Power BI, and Canva.

Multimedia and Visual Content

Effective use of images, videos, and animations to:

- Enhance understanding.
- Engage the audience.

Online Publishing and Accessibility

Ensuring content is accessible to all users by:

- Following accessibility standards (WCAG).
- Optimizing for mobile devices.

Ethical and Cultural Considerations

Ethics in Technical Communication

Integrity and honesty are paramount. The book discusses:

- Avoiding plagiarism.
- Proper attribution of sources.
- Being truthful and transparent.

Cultural Sensitivity

Adapting communication for diverse audiences, considering:

- Cultural norms and language differences.
- Avoiding stereotypes and offensive content.

Practical Applications and Case Studies

The second edition includes real-world examples demonstrating:

- Successful technical documentation.
- Common pitfalls and how to avoid them.
- Innovative solutions in technical communication challenges.

Conclusion: Why Choose Essential of Technical Communication 2nd Edition?

This edition serves as an essential resource for anyone involved in technical communication, offering a balanced mix of theory, practical advice, and up-to-date technology insights. It prepares readers to craft professional, effective, and ethical communications across various platforms and audiences, enhancing their career prospects and organizational success.

SEO Tips for Technical Communication Enthusiasts

To maximize visibility when searching for resources related to this book, consider incorporating keywords such as:

- Technical communication principles
- Effective technical writing
- Technical documentation tips
- Digital communication tools
- Professional communication skills
- Technical report writing
- Visual communication in tech

Using these keywords naturally within your content will help improve search engine rankings and connect you with relevant audiences interested in mastering technical communication.

In summary, **Essential of Technical Communication 2nd Edition** is a vital guide that combines foundational concepts with contemporary practices, ensuring readers are well-equipped to communicate technical information effectively in today's digital and globalized environment.

Essential of Technical Communication 2nd Edition: An In-Depth Review

In the rapidly evolving landscape of the 21st century, effective communication has become more vital than ever, especially within technical fields. The ability to convey complex information clearly, concisely, and accurately is a skill that professionals across industries must master. Among the myriad resources available, Essential of Technical Communication 2nd Edition emerges as a comprehensive guide that aims to bridge the gap between technical expertise and effective communication. This review delves into the core aspects of this textbook, exploring its structure, content, pedagogical approach, and its significance for students and professionals alike.

An Overview of Essential of Technical Communication 2nd Edition

Essential of Technical Communication 2nd Edition serves as a foundational textbook designed to equip readers with the skills necessary to produce, analyze, and interpret technical documents. Authored by seasoned educators and practitioners, the book emphasizes practical application, ensuring that readers can translate theoretical knowledge into real-world competence.

The book is structured to progressively build the reader's skills, starting from basic principles of communication to advanced technical writing and presentation skills. Its comprehensive coverage makes it suitable for undergraduate students, graduate learners, and working professionals who seek to refine their technical communication abilities.

Structural Breakdown and Content Analysis

The second edition expands upon its predecessor by incorporating current trends, digital tools, and diverse media formats. Its core content can be broadly categorized into several key sections:

Foundations of Technical Communication

- Understanding the role of technical communication in various industries
- Ethical considerations and the importance of audience analysis
- Principles of clarity, conciseness, and coherence

Writing Technical Documents

- Reports, proposals, manuals, and instructions
- Structuring documents for maximum readability
- Language precision and jargon management

Visual and Multimedia Communication

- Incorporating graphics, tables, and figures effectively
- Designing presentation slides and digital content
- Using visuals to complement and clarify textual information

Technology and Digital Tools

- Utilizing software for document creation and editing
- Understanding online publishing and content management systems
- Emphasizing accessibility and inclusive design

Collaborative and Professional Communication

- Email etiquette and professional correspondence
- Working in teams and cross-cultural communication
- Presenting and pitching ideas confidently

Pedagogical Approach and Teaching Methodology

One of the notable strengths of Essential of Technical Communication 2nd Edition is its learner-centric approach. The authors integrate a variety of pedagogical tools designed to foster active learning:

- Real-World Examples: The book features numerous case studies and sample documents from different industries, helping readers contextualize theoretical concepts.
- Practical Exercises: End-of-chapter activities and assignments encourage hands-on practice, enabling learners to apply skills immediately.
- Checklists and Guidelines: Concise checklists aid in editing and reviewing documents, promoting self-assessment and continuous improvement.
- Digital Resources: Accompanying online materials, including templates, tutorials, and quizzes, enhance engagement and reinforce learning.

This multifaceted approach ensures that learners not only understand the principles but also develop the confidence to implement them effectively.

Strengths and Unique Features

Several aspects of Essential of Technical Communication 2nd Edition distinguish it from other textbooks in the field:

- Up-to-Date Content: The inclusion of current digital tools and media reflects the modern workplace's demands.
- Inclusive Language and Accessibility: The book emphasizes designing documents that are accessible to diverse audiences, aligning with universal design principles.
- Focus on Ethical and Cultural Considerations: Recognizing the globalized nature of modern workplaces, it discusses cultural sensitivities and ethical practices in communication.
- Emphasis on Visual Communication: The detailed guidance on creating and integrating visuals addresses a critical area often overlooked in traditional texts.

Critical Evaluation and Limitations

While the book is comprehensive and well-structured, some limitations are worth noting:

- Depth versus Breadth: Given its broad scope, certain topics may be introduced superficially, requiring supplementary resources for in-depth mastery.
- Technical Jargon Level: For complete beginners, some sections involving specialized terminology might be challenging without prior exposure.
- Digital Tool Updates: As technology evolves rapidly, some software-specific instructions may need periodic updates to stay current.

Despite these minor drawbacks, the overall utility of the book remains high, especially when complemented by instructor guidance or supplementary materials.

Relevance and Practical Application

Essential of Technical Communication 2nd Edition is highly relevant for its target audience. Its emphasis on real-world applicability makes it an invaluable resource for:

- Students: Providing foundational skills that are directly applicable in coursework, internships, and future employment.
- Instructors: Serving as a comprehensive textbook with abundant teaching aids.
- Professionals: Offering refresher content and best practices for ongoing professional development.

In today's digital-first environment, the ability to craft compelling reports, proposals, and

presentations can significantly impact career progression. This book equips readers with the necessary tools to succeed.

Conclusion: A Must-Have Resource for Technical Communicators

In an era where clear communication can distinguish successful projects and careers, Essential of Technical Communication 2nd Edition stands out as a thoughtfully crafted, practical guide. Its balanced combination of theoretical concepts, practical exercises, and modern digital insights makes it an essential resource for anyone aspiring to excel in technical communication.

While no single textbook can cover every nuance of a dynamic field, this edition's comprehensive scope, learner-focused methodology, and emphasis on real-world application ensure that readers are well-prepared to meet the communication challenges of today's professional landscape. For educators, students, and practitioners seeking a reliable and current guide, Essential of Technical Communication 2nd Edition is undoubtedly a noteworthy investment.

Question What are the key topics covered in 'Essentials of Technical Communication, 2nd Edition'? The book covers core topics such as effective writing techniques, document design, audience analysis, technical report writing, email and digital communication, visual aids, and ethical considerations in technical communication. **Answer** How does the 2nd edition of 'Essentials of Technical Communication' enhance students' practical skills? It includes updated examples, real-world case studies, interactive exercises, and guidelines for creating clear, concise, and audience-focused technical documents to improve practical communication skills. What are the new features introduced in the 2nd edition of this book? The 2nd edition introduces new chapters on digital communication tools, social media, and multimedia presentations, along with updated coverage on ethical issues and accessibility in technical communication. Who is the ideal audience for 'Essentials of Technical Communication, 2nd Edition'? The book is ideal for undergraduate and graduate students studying technical communication, as well as professionals seeking to improve their technical writing and communication skills. How does this book address the importance of audience analysis? It emphasizes understanding audience needs, knowledge levels, and expectations, providing strategies for tailoring messages to ensure clarity and effectiveness in various technical contexts. Can this book be useful for non-native English speakers? Yes, it offers clear guidance on language use, grammar, and style, making it a valuable resource for non-native speakers aiming to improve their technical communication skills. Does the 2nd edition include digital and online communication strategies? Absolutely, it covers the latest trends in digital communication, including email etiquette, social media content, webinars, and multimedia presentations to prepare readers for modern technical environments. What role does visual communication play in this book? The book highlights the significance of visual aids such as charts, graphs, and infographics, providing guidance on designing effective visuals to complement written content and enhance understanding.

Related keywords: technical communication, technical writing, communication skills, professional

communication, technical documentation, business communication, writing skills, communication principles, technical report writing, engineering communication

organizational communication katherine miller

organizational communication Katherine Miller is a pivotal topic in the realm of management and communication studies, exploring how organizations facilitate and manage information flow among members to achieve strategic goals. Katherine Miller, a renowned scholar in the field, has significantly contributed to understanding the complexities of organizational communication, emphasizing its importance in fostering effective teamwork, leadership, and organizational culture. This article provides a comprehensive overview of organizational communication according to Katherine Miller's perspectives, including key concepts, models, and practical applications.

Understanding Organizational Communication

Organizational communication refers to the exchange of information within an organization, encompassing formal and informal channels. It plays a vital role in establishing a cohesive work environment, promoting transparency, and enhancing productivity.

Definition and Significance

- Definition: Organizational communication involves the transmission of messages among members of an organization to coordinate activities, share information, and build relationships.
- Significance: Effective communication is linked to improved decision-making, employee satisfaction, and organizational success.

Components of Organizational Communication

- Formal Communication: Official channels such as memos, reports, meetings, and policies.
- Informal Communication: Casual interactions like water-cooler talks and social media exchanges.
- Downward Communication: From management to employees.
- Upward Communication: From employees to management.
- Horizontal Communication: Among peers or departments.

Katherine Miller's Perspective on Organizational Communication

Katherine Miller's work emphasizes the dynamic and multifaceted nature of organizational communication. Her approach integrates theoretical frameworks with practical insights to understand how communication shapes organizational life.

Theoretical Foundations

Miller draws upon several communication theories, including:

- Systems Theory: Viewing organizations as interconnected systems where communication links various parts.
- Symbolic Convergence Theory: How shared narratives and stories create a unified organizational culture.
- Network Theory: Understanding communication flow through social network analysis.

Key Concepts in Miller's Framework

- Communication Climate: The overall emotional tone of communication within the organization.
- Organizational Culture: Shared values, beliefs, and norms influencing communication behaviors.
- Power and Politics: How authority and influence affect message dissemination.
- Leadership Communication: The role of leaders in shaping organizational narratives and motivating employees.

Models of Organizational Communication in Katherine Miller's Work

Miller discusses various models that explain how communication operates within organizations.

Classical Models

- Linear Model: Focuses on one-way communication, such as directives from managers.
- Transmission Model: Emphasizes message delivery from sender to receiver.

Contemporary Models

- Transactional Model: Recognizes communication as a two-way process involving feedback.
- Network Model: Highlights the importance of social networks and informal channels.

Interactive and Systemic Models

- These models account for context, culture, and multiple channels influencing communication flow.

Effective Organizational Communication Strategies

Implementing effective communication strategies is essential for organizational success. Katherine Miller advocates for approaches that foster clarity, openness, and engagement.

Strategies for Enhancing Communication

- Promote Transparency: Share information openly to build trust.
- Encourage Feedback: Create channels for employees to voice opinions and concerns.
- Utilize Multiple Channels: Combine face-to-face, digital, and written communication.
- Tailor Messages: Customize communication based on audience needs.
- Develop Leadership Skills: Train managers in effective communication and active listening.
- Foster a Positive Climate: Cultivate an environment where open and respectful dialogue is encouraged.

Technological Tools in Organizational Communication

Modern organizations leverage technology to facilitate communication:

- Email and Instant Messaging: For quick information sharing.
- Intranet Portals: Centralized platforms for resources and announcements.
- Video Conferencing: For remote team collaboration.
- Social Media: To engage with stakeholders and promote transparency.

The Role of Leadership in Organizational Communication

Leadership significantly influences organizational communication patterns and effectiveness.

Leadership Styles and Communication

- Transformational Leadership: Inspires and motivates through visionary communication.
- Transactional Leadership: Focuses on exchanges and clear expectations.
- Servant Leadership: Prioritizes listening and serving team needs.

Effective Leadership Communication Practices

- Active Listening: Demonstrating genuine interest and understanding.
- Clarity and Transparency: Ensuring messages are understandable and honest.
- Empathy: Recognizing and addressing employee concerns.
- Consistency: Maintaining message coherence across different channels.

Challenges in Organizational Communication

Despite best efforts, organizations face various challenges that hinder effective communication.

Common Barriers

- Language and Cultural Differences: Leading to misunderstandings.
- Information Overload: Excessive information can overwhelm employees.
- Hierarchical Barriers: Rigid structures may restrict open dialogue.
- Technological Issues: Technical difficulties can disrupt communication flow.
- Resistance to Change: Employees may be hesitant to adopt new communication methods.

Overcoming Communication Barriers

- Provide cultural competence training.
- Streamline information channels to prevent overload.
- Promote an inclusive culture that encourages participation.
- Invest in reliable communication technology.
- Engage employees in change management processes.

Practical Applications of Katherine Miller's Organizational Communication Theories

Applying Miller's theories can enhance organizational effectiveness in real-world settings.

Case Study: Enhancing Organizational Culture

- Conduct regular communication audits to assess the climate.
- Use storytelling to reinforce core values.
- Encourage peer-to-peer communication to build trust.

Implementing Change Management

- Communicate the vision clearly and consistently.
- Involve employees in planning and decision-making.
- Provide training and support throughout transitions.

Building Effective Teams

- Promote open dialogue and feedback.
- Establish clear roles and expectations.
- Recognize and celebrate team achievements.

Conclusion

Organizational communication, as explored through Katherine Miller's work, remains a fundamental component of organizational success. By understanding the theoretical frameworks, models, and practical strategies she advocates, organizations can foster a communicative environment that enhances collaboration, innovation, and overall performance. Effective communication not only bridges gaps but also serves as a catalyst for organizational growth and resilience in an ever-changing business landscape.

Further Resources

- Katherine Miller's Publications on Organizational Communication
- Books on Communication Theories and Models
- Workshops and Training Programs in Organizational Communication
- Professional Associations such as the International Communication Association (ICA)

Keywords: organizational communication, Katherine Miller, communication models, organizational culture, leadership communication, communication strategies, organizational success, communication barriers, effective communication, management communication

Organizational Communication Katherine Miller: An In-Depth Examination

In the complex landscape of organizational communication, Katherine Miller emerges as a significant figure whose contributions have shaped contemporary understanding of how messages flow within and across organizations. Her work provides critical insights into the dynamics of communication processes, organizational structures, and the social interactions that underpin organizational life. This article offers a comprehensive review of Katherine Miller's approach to organizational communication, exploring her theoretical frameworks, key concepts, and the impact of her scholarship on both academic inquiry and practical application.

Introduction to Katherine Miller and Organizational Communication

Organizational communication, as a field, investigates how individuals and groups transmit information, create shared meanings, and coordinate actions within organizational contexts. Katherine Miller has been instrumental in advancing this discipline through her scholarly work, emphasizing the importance of understanding communication as a social process that shapes organizational culture, power relations, and identity.

Miller's contributions are characterized by a focus on the interpretive and critical dimensions of communication, challenging purely technical or managerial views. Her work encourages scholars and practitioners alike to consider the nuanced ways communication constructs organizational realities and influences organizational change.

Foundational Theories and Concepts in Katherine Miller's Work

Katherine Miller's scholarship draws from a rich tapestry of theoretical perspectives, integrating classical and contemporary theories to provide a comprehensive understanding of organizational communication.

Symbolic Convergence Theory

One of Miller's notable areas of focus involves Symbolic Convergence Theory (SCT), originally developed by Ernest Bormann. Miller emphasizes the role of shared narratives, fantasies, and symbols in creating cohesive organizational cultures. She argues that through shared stories and symbols, members develop a collective consciousness that binds them together, fostering a sense of identity and purpose.

Key aspects of SCT in organizational contexts include:

- The creation of shared stories that reinforce organizational values.
- The development of group fantasies that serve as collective visions.
- The use of symbols and language to foster cohesion and loyalty.

Organizational Culture and Identity

Miller underscores the importance of communication in constructing organizational culture and identity. Her work explores how narratives, rituals, and symbols serve as mediums for transmitting cultural values and shaping how members perceive their roles and relationships.

Core ideas include:

- Culture as a communicative construct that evolves through ongoing interactions.
- Identity formation as a social process influenced by organizational discourse.
- The role of storytelling in maintaining and transforming organizational culture.

Power, Resistance, and Critical Perspectives

In addition to interpretive approaches, Miller engages with critical perspectives that examine power dynamics within organizations. Her analysis often considers how communication can be a tool for both empowerment and domination.

Highlights of her critical stance:

- Power relations are embedded in language and discourse.
- Resistance emerges through alternative narratives and counter-communication.
- Critical communication practices can challenge organizational hegemony.

Methodological Approaches in Miller's Research

Katherine Miller's work employs diverse methodological strategies, blending qualitative and quantitative methods to explore organizational communication phenomena.

Qualitative Analysis

- Ethnographic studies examining organizational narratives and rituals.
- Discourse analysis of organizational texts and conversations.
- Case studies illustrating communication patterns in specific contexts.

Quantitative Methods

- Surveys measuring perceptions of organizational culture.
- Statistical analysis of communication networks and information flows.

Her methodological versatility allows for a nuanced understanding that captures both the depth and breadth of organizational communication processes.

Major Publications and Contributions

Katherine Miller's prolific publication record includes influential books, scholarly articles, and book

chapters that have shaped the field.

Key Publications

- Communication Theories: Perspectives, Processes, and Contexts (2014) ? A comprehensive textbook that synthesizes major communication theories, including her perspectives on organizational communication.
- Organizational Communication: Approaches and Processes (various editions) ? A foundational text that explores the core processes and approaches in organizational communication research.
- Articles on narrative and storytelling in organizations, emphasizing their role in cultural maintenance and change.

Impact and Recognition

Miller's work has been widely cited and has influenced both academic scholarship and practical management strategies. Her insights into the symbolic and critical dimensions of communication offer valuable frameworks for understanding organizational dynamics.

Notable impacts include:

- Providing tools for analyzing organizational culture through communication.
- Highlighting the importance of storytelling in leadership and change management.
- Advancing critical approaches that empower employees and stakeholder voices.

Practical Implications for Organizations

Miller's scholarship offers tangible benefits for organizational practitioners seeking to improve communication effectiveness.

Strategies for Enhancing Organizational Culture

- Cultivating shared narratives that reinforce core values.
- Using symbols and rituals to foster a sense of community.
- Encouraging storytelling as a means to facilitate change and innovation.

Managing Power and Resistance

- Recognizing how language can perpetuate power imbalances.
- Creating spaces for dialogue and alternative narratives.
- Employing critical communication practices to promote transparency and inclusiveness.

Leadership and Communication

- Leaders can leverage storytelling to inspire and motivate.
- Transparent and authentic communication builds trust.
- Understanding cultural symbols aids in aligning organizational goals with employee identities.

Critiques and Future Directions in Katherine Miller's Work

While Katherine Miller's contributions are widely regarded, some critiques point to the need for broader empirical validation and the integration of more diverse organizational contexts.

Critiques include:

- The need for longitudinal studies to assess the impact of communication strategies over time.
- Greater inclusion of non-Western organizational cultures and communication styles.
- The challenge of translating interpretive insights into measurable outcomes.

Future research directions inspired by Miller's work involve:

- Exploring digital communication and virtual organizational spaces.
- Investigating intercultural communication within multinational organizations.
- Developing interventions based on narrative and symbolic analysis to foster organizational change.

Conclusion: The Significance of Katherine Miller in Organizational Communication

Katherine Miller's extensive body of work has profoundly influenced how scholars and practitioners perceive the role of communication in organizational life. Her emphasis on symbols, narratives, power dynamics, and cultural construction invites a deeper appreciation of communication as a social and transformative force.

By integrating interpretive and critical lenses, Miller provides a nuanced framework that underscores the complexity of organizational communication. Her contributions continue to inspire ongoing

research and practical applications aimed at fostering more authentic, inclusive, and effective organizational environments.

As organizations navigate rapid technological changes, globalization, and evolving workforce expectations, Miller's insights remain vital. They remind us that understanding and intentionally shaping communication processes are essential for organizational resilience and success in the modern era.

Question What are the key principles of organizational communication according to Katherine Miller? Katherine Miller emphasizes principles such as clarity, consistency, openness, and feedback in organizational communication, highlighting their importance for effective information flow and organizational success. How does Katherine Miller describe the role of culture in organizational communication? Miller discusses how organizational culture shapes communication patterns, influences employee interactions, and impacts overall organizational effectiveness by establishing shared values and norms. What are common challenges in organizational communication highlighted by Katherine Miller? Miller points out challenges like miscommunication, information overload, cultural differences, and hierarchical barriers that can hinder effective communication within organizations. According to Katherine Miller, what strategies can improve organizational communication? Miller recommends strategies such as promoting transparency, active listening, utilizing multiple communication channels, and encouraging feedback to enhance organizational communication. How does Katherine Miller address the impact of technology on organizational communication? Miller explores how technological advancements facilitate faster and more diverse communication methods but also require organizations to manage digital literacy and information security effectively. What role does organizational communication play in organizational change, as explained by Katherine Miller? Miller explains that effective communication is crucial during change processes to reduce resistance, clarify objectives, and align stakeholders towards common goals. How can understanding Katherine Miller's perspective on organizational communication benefit modern workplaces? Understanding Miller's insights helps organizations foster better communication practices, improve employee engagement, and adapt to evolving communication technologies for enhanced productivity.

Related keywords: organizational communication, Katherine Miller, communication theories, workplace communication, organizational behavior, corporate communication, communication research, management communication, business communication, academic publications

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