



# MANAGERIAL COMMUNICATION STRATEGIES

*An Applied Casebook*

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ANNETTE VEECH

# Managerial Communication Strategies An Applied Casebook

**Tony Long**



## **Managerial Communication Strategies An Applied Casebook:**

**Managerial Communication Strategies** Annette M. Veech, 2002 This casebook views writing and presentation skills as necessary prerequisites in managerial communications and provides a forum to discuss realistic situations and explore creative solutions in effective business presentations Organized around functional areas that mirror the critical managerial functions of real life this handbook helps professionals think effectively and quickly It enables them to capitalize on what they already know creatively apply accepted business tools to what they perceive as communications issues and consequently accomplish better results with tasks and people For business school professors communication vice presidents and staff public relations personnel corporate vice presidents directors and managers small business owners training and development professionals and nonprofit directors

**Routledge Handbook of Applied Communication Research** Lawrence R. Frey, Kenneth N. Cissna, 2009-07-21 The Routledge Handbook of Applied Communication Research provides a state of the art review of communication scholarship that addresses real world concerns issues and problems This comprehensive examination of applied communication research including its foundations research methods employed significant issues confronted important contexts in which such research has been conducted and overviews of some exemplary programs of applied communication research shows how such research has and can make a difference in the world and in people's lives The sections and chapters in this Handbook explain what constitutes applied communication scholarship encompassing a wide range of approaches and clarifying relationships among theoretical perspectives methodological procedures and applied practices demonstrate the breadth and depth of applied communication scholarship review and synthesize literature about applied communication areas and topics in coherent innovative and pedagogically sound ways set agendas for future applied communication scholarship Unique to this volume are chapters presenting exemplary programs of applied communication research that demonstrate the principles and practices of such scholarship written by the scholars who conducted the programs As an impressive benchmark in the ongoing growth and development of communication scholarship editors Lawrence R Frey and Kenneth N Cissna provide an exceptional resource that will help new and experienced scholars alike to understand appreciate and conduct high quality communication research that can positively affect people's lives

**Moral Courage in Organizations** Debra R. Comer, Gina Vega, 2015-03-26 The topic of moral courage is typically missing from business ethics instruction and management training But moral courage is what we need when workplace pressures threaten to compromise our values and principles Moral Courage in Organizations Doing the Right Thing at Work edited by Debra Comer and Gina Vega underscores for readers the ethical pitfalls they can expect to encounter at work and enhances their ability to do what they know is right despite these organizational pressures The book highlights the effects of organizational factors on ethical behavior illustrates exemplary moral courage and lapses of moral courage explores the skills and information that support those who act with moral courage and considers how to change organizations to promote moral

courage as well as how to exercise moral courage to change organizations By giving readers who want to do the right thing guidelines for going about it Moral Courage in Organizations Doing the Right Thing at Work is a potent tool to foster more ethical organizational behavior Managerial Communication Geraldine E. Hynes,2015-01-22 A Practical Strategic Approach to Managerial Communication Managerial Communication Strategies and Applications focuses on communication skills and strategies that managers need in today s workplace This book continues to be the market leader due to its strategic approach solid research base comprehensive coverage balanced examination of oral and written communication and focus on managerial not entry level competencies In the Sixth Edition author Geraldine E Hynes preserves the book s key strengths while reflecting the realities of the contemporary workplace Communication Strategies for Today's Managerial Leader Deborah Britt Roebuck,2012-01-24 Given that communication is the lifeblood of an organization managerial leaders need to understand how to use communication strategies to build their teams to achieve organizational objectives Studies repeatedly point to the impact communication skills have on the ability of managerial leaders to succeed or fail Too often individuals move into managerial leadership roles without awareness of the need to improve their communication skills These individuals may be subject matter experts whose technical skills allowed them to succeed as individual team members but when placed in managerial leadership roles they fail because they lacked the relationship building skills needed to foster teamwork Therefore this book provides the communication principles that are so critical for today s managerial leader It builds a solid foundation while it guides readers in strategies to enhance their written oral and interpersonal communication skills Most research has stated and the author has found true in her own managerial leadership roles a leader spends the majority of his or her day interacting with others As managerial leaders individuals face many challenging situations such as determining how to inspire a shared vision about goals and objectives building trust within their unit listening with an open mind giving feedback and encouraging collaboration to name a few The focus switches for the managerial leader from doing things to leading others Therefore this book is for anyone who currently serves as a managerial leader or for anyone who desires to manage and lead others Most managerial communication books focus on the important written and oral communication skills While the author believes these skills are critically important she found in her role as a managerial leader she devoted the majority of her time to interpersonal communication Leaders need to build teams and to maintain relationships with all stakeholders The best way to make that happen is through skills such as listening asking questions and giving feedback Therefore this book includes an emphasis on interpersonal communication As Chris M Martin stated in a recent article The ability to communicate effectively may be the number one management quality Therefore this book will raise awareness relative to oral written and interpersonal communication skills so that individuals can become better managerial leaders

Strategies to Enhance Air Force Communication with Internal and External Audiences National Academies of Sciences, Engineering, and Medicine,Division on Engineering and Physical Sciences,Air Force Studies Board,Committee on Strategies

to Enhance Air Force Communication with Internal and External Audiences: A Workshop, 2016-02-27 The U S Air Force USAF helps defend the United States and its interests by organizing training and equipping forces for operations in and through three distinct domains air space and cyberspace The Air Force concisely expresses its vision as Global Vigilance Global Reach and Global Power for America Operations within each of these domains are dynamic take place over large distances occur over different operational timelines and cannot be routinely seen or recorded making it difficult for Airmen national decision makers and the American People to visualize and comprehend the full scope of Air Force operations As a result the Air Force faces increasing difficulty in succinctly and effectively communicating the complexity dynamic range and strategic importance of its mission to Airmen and to the American people To address this concern the Chief of Staff of the USAF requested that the National Academies of Sciences Engineering and Medicine convene a workshop to explore options on how the Air Force can effectively communicate the strategic importance of the Service its mission and the role it plays in the defense of the United States Participants worked to address the issues that a diverse workforce encompassing a myriad of backgrounds education and increasingly diverse current mission sets drives the requirement for a new communication strategy The demographics of today s Air Force creates both a unique opportunity and a distinct challenge to Air Force leadership as it struggles to communicate its vision and strategy effectively across several micro cultures within the organization and to the general public This report summarizes the presentations and discussions from the workshop

**The Handbook of Strategic Communication** Carl H. Botan, 2021-04-08 Presents cocreational perspectives on current international practices and theories relevant to strategic communication The Handbook of Strategic Communication brings together work from leading scholars and practitioners in the field to explore the many practical national and cultural differences in modern approaches to strategic communication Designed to provide a coherent understanding of strategic communication across various subfields this authoritative volume familiarizes practitioners researchers and advanced students with an inclusive range of international practices current theories and contemporary debates and issues in this dynamic multidisciplinary field This Handbook covers an expansive range of strategic communication models theories and applications comprising two dozen in depth chapters written by international scholars and practitioners In depth essays discuss the three core areas of strategic communication public relations marketing communication and health communication and their many subfields such as political communication issues management crisis and risk communication environmental and science communication public diplomacy disaster management strategic communication for social movements and religious communities and many others This timely volume Challenges common assumptions about the narrowness of strategic communication Highlights ongoing efforts to unify the understanding and practice of strategic communication across a range of subfields Discusses models and theories applied to diverse areas such as conflict resolution research and evaluation tobacco control climate change and counter terrorism strategic communication Examines current

research and models of strategic communication such as the application of the CAUSE Model to climate change communication Explores strategic communication approaches in various international contexts including patient oriented healthcare in Russia road and tunnel safety in Norway public sector communication in Turkey and ethical conflict resolution in Guatemala The Handbook of Strategic Communication is an indispensable resource for practitioners researchers scholars and students involved in any aspect of strategic communication across its many subfields Crisis Communication Planning and Strategies for Nonprofit Leaders Brittany “Brie” Haupt, Lauren Azevedo, 2022-11-30 Crisis Communication Planning and Strategies for Nonprofit Leaders examines the unique position of nonprofit organizations in an intersection of providing public services and also being a part of Emergency and crisis management practices This text discusses the evolution of crisis communication planning the unique position of nonprofit organizations and the crises they face along with provision of conceptual and theoretical frameworks to generate effective crisis communication plans for nonprofit organizations to utilize within diverse crises Through the use of innovative real life case studies investigating the impact of crisis communication plans this book provides the foundational knowledge of crisis communication planning theoretically supported strategies crisis typology and planning resources Each chapter focuses on critical strategic planning concepts and includes a summary of key points discussion questions and additional resources for each concept With this text nonprofit organizations will be able to strategically plan for organization specific and emergency management related crises develop effective crisis communication plans garner internal and external support and generate assessment strategies to maintain the relevancy of these plans within their future endeavors Crisis Communication Planning and Strategies for Nonprofit Leaders offers a new and insightful approach to crisis communication planning to assist nonprofit organizations that are called upon to fulfill a variety of community needs such as sheltering food distribution relief funding family reunification services volunteer mobilization and much more It is an essential resource for nonprofit organizations Cases in Leadership W. Glenn Rowe, Laura Guerrero, 2011 Cases in Leadership is a unique collection of 30 real world leadership cases from Ivey Publishing plus fourteen practitioner readings from the Ivey Business Journal The updated casebook helps business students gain a better understanding of leadership and enables them to be more effective leaders through their careers The selected cases are about complex leadership issues that require the attention of the decision maker in each case Each of the casebooks comes equipped with instructor s resources on CD ROM These affordable collections will not only help students connect to real world situations but will benefit corporations seeking continued education in the field as well **Strategic Communication in Context: Theoretical Debates and Applied Research** Sara Balonas, Teresa Ruão, María-Victoria Carrillo, 2021-07-30 Strategic communication is becoming more relevant in communication sciences though it needs to deepen its reflective practices especially considering its potential in a VUCA world volatile uncertain complex and ambiguous The capillary holistic and result oriented nature that portrays this scientific field has led to the imperative of expanding

knowledge about the different approaches methodologies and impacts in all kinds of organisations when strategic communication is applied Therefore Strategic Communication in Context Theoretical Debates and Applied Research assembles several studies and essays by renowned authors who explore the topic from different angles thus testing the elasticity of the concept Moreover this group of authors represents various schools of thought and geographies making this book particularly rich and cross disciplinary **American Book Publishing Record** ,2007 The Strategic Communication Imperative James Mahoney,2021-12-30 This book proposes a model for directly aligning strategic communication with organisational business planning to enable effective management of mid to long term organisational issues It argues that current conceptualisations of strategic communication need to be extended to locate it more precisely within definitions of strategy and as an essential element of mid and long term business planning This approach re positions strategic issues communication in a professional practice dimension that has a specific focus on issues that do not immediately impact on an organisation s ability to achieve its day to day business goals Full of contemporary examples from business and including a thorough explanation of how the model can be applied in professional practice the book will prove illuminating reading for scholars students and professionals alike **The Handbook of Organizational Rhetoric and Communication** Oyvind Ihlen,Robert L. Heath,2018-05-10 A one stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well there has been curiously little specific interest in the rhetoric of organizations This book seeks to remedy that omission It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state of the art insights from disciplines that have and will continue to use rhetoric Beginning with an introduction to the topic The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro contexts of rhetoric as well as its use in organizational communication public relations marketing management and organization theory It then looks at intellectual and moral foundations without which rhetoric could not have occurred discussing key concepts in rhetorical theory The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved A section is also devoted to discussing rhetorical areas or genres namely contextual application of rhetoric and the challenges that arise such as strategic issues for management and corporate social responsibility The final part seeks to answer questions about the book s contribution to the understanding of organizational rhetoric It also examines what perspectives are lacking and what the future might hold for the study of organizational rhetoric Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious traditional nuanced and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential risks paradoxes and

requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization centered fields such as organizational communication public relations marketing management and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students graduate students and scholars studying organizational communications public relations management and rhetoric

**Children's Nursing Case Book** Tony Long, 2016-08-16 Nursing children and young people is increasingly complex requiring nurses to apply their knowledge and skills to a wide scope of illnesses and situations The challenges to nurses to analyse reflect on different perspectives and then adapt practices to the benefit of service users are reflected in this book Each scenario in this text is created based on real life cases and practice The 23 cases connect knowledge with practice and guide you through the anatomy and physiology and the physical and psychological responses to stressors which are then linked to intervention decisions Cases include Providing care for children and young people with life limiting conditions Acutely ill children including those with asthma and an infant with pyrexia and febrile convulsions Long term conditions including diabetes renal disease and the transfer to adult services Those who are critically ill such as a child with typhoid fever and a toddler with a head injury Supporting emotional and mental health in anorexia and autistic spectrum disorder Promoting healthy lifestyles considering obesity and risky behaviour Care for children with trauma including a child with a learning disability Remaining vigilant for indicators of safeguarding concern encouraging self care and promoting mental resilience are all incorporated with examples from a range of care environments Calculation exercises are interspersed to keep these skills sharp This Case Book is an ideal learning resource tailored to help nurses learn in a focused way about practice and excel whether on placements in academic work or in professional practice Developed from a partnership between a University Research Group and an NHS Trust this practical children's nursing case textbook bridges theory and practice by presenting 23 case scenarios on complex sensitive and difficult to manage clinical situations in an accessible and user friendly manner The inbuilt activities calculation exercises question and answer format and extra resources make this an excellent interactive resource for nurses to engage in critical thinking and reflection about each case Dr Veronica Lambert Senior Lecturer Children's Nursing Dublin City University Ireland This book will be useful for nurses in the UK who work with children and families in a variety of settings Its format based on case studies and what would you do and what do you need to do scenarios will make it a useful tool for teaching clinical care for children and families Professor Linda Shields School of Nursing Midwifery and Indigenous Health Charles Sturt University Bathurst Australia What Tony Long has achieved is to produce a textbook with contributions from esteemed practicing children's nurses which gives enhanced credibility to each of the case studies Tony and his colleagues have created these case studies to help children's and young people's nurses fully understand the complexities of the needs of both children and their families or carers during their healthcare trajectory This new book crucially never forgets the primary mission of the children's nurse which is to uphold



their mantra of the child first and always Alan Glasper Emeritus Professor of children s and young people s nursing at the University of Southampton UK

**The British National Bibliography** Arthur James Wells,2004 *Digital Communication Management* Mark Badham,Vilma Luoma-aho,2025-09-22 This state of the art textbook provides a wide ranging foundation to communication management including corporate communication public relations and strategic communication from an exclusively digital and global perspective The book covers the core principles necessary for introductory students of both university and executive programs with a particular focus on how digital technology is shaping communication management in the increasingly volatile environment To help bring theories concepts and challenges to life it features captivating real life stories case examples and studies and insightful Q As with senior practitioners collectively representing almost 40 organizations of various types and sizes from 20 countries across the world Thought provoking exercises and critical and reflective questions contribute to a deeper level of understanding of each chapter s topics These and other pedagogical tools as well as the newly emerging Digital Media Arena DMA Framework orient readers with the fast changing global and volatile world of digital communication management Additionally the book extensively incorporates emerging topics and future trends in communication management e g digital communication hijacking misinformation virtual influencers and AI enabled predictive modeling This book is designed for courses or modules that cover an introduction to communication management corporate communication public relations and or strategic communication in communications and business schools Online resources also accompany the text an author created podcast PowerPoint lecture slides tutorial workshop exercises case studies reading reflection forms quizzes and instructions for assignments case study essay and podcast reflection Please visit the hyperlink [www.routledge.com/9781032671307](http://www.routledge.com/9781032671307)

**Strategic Public Relations Management** Erica Weintraub Austin,Bruce E Pinkleton,Bruce E. Pinkleton,2006-11-06 Helps readers move from a tactical public relations approach to a strategic management style This book demonstrates skillful use of research and planning techniques providing research methods that make use of the Internet and programs aiding data entry and analysis

**Social Media and Society** Regina Luttrell,Adrienne A. Wallace,2024-07-01 Exploring social media s integration with modern society this text empowers students as social media consumers and creators The thoroughly updated second edition includes a new chapter on AI technologies Features include full color visuals glossary chapter questions and activities and theory ethics and diversity and inclusion boxes

**Knowledge Management Case Book** Thomas H. Davenport,Gilbert J. B. Probst,2002-06-10 This book provides a perspective on knowledge management at Siemens an internationally recognised benchmark by presenting the reader with the best of the corporation s practical applications and experiences Tom Davenport and Gilbert Probst bring together instructive case studies from different areas that reflect the rich insights gained from years of experience in practising knowledge management Most of the cases have been updated for the second edition New cases have been added The Knowledge Management Case Book provides a comprehensive account of how organisational knowledge assets can be

managed effectively Specific emphasis is given to the development of generic lessons that can be learned from Siemens experience The book also offers a roadmap to building a mature knowledge enterprise thereby enhancing our understanding of the steps that need to be taken in order to sustain competitive dominance in the knowledge economy Presenting applications from very different areas this practice orientated book is really outstanding in the broad field of KM literature Perhaps the most revealing and interesting part of the cases in this book is not the analysis of the various knowledge management tools and processes but the description of their development of how they come about of how commitment was gained of how implementation was led Yves Doz The Timken Chaired Professor of Global Technology and Innovation at INSEAD Fontainebleau This case book brings insights how our most valuable resource makes those tools happen I found this book exciting reading because it is to my knowledge the only book where a single company with a wide variety of knowledge management approaches accumulates years of experiences and lessons learned Edited by two of the leading thinkers in the field of knowledge management this book will show the way you practise knowledge management in your company Heinz Fischer Global Head of HR Deutsche Bank AG This book is a rare and valuable description of a single company s knowledge management journey Siemens has made impressive advances in becoming a knowledge driven firm and this volume details many of its directions and waystations Laurence Prusak Executive Director IBM Institute for Knowledge Management Though there are many books on Knowledge Management this is a unique one on a sense that it provides practical application of KM rather than the jargon Sushil Modi Foundation Chair Professor and Group Chair Department of Management Studies Indian Institute of Technology New Delhi

*The Handbook of Crisis Communication* W. Timothy Coombs, Sherry J. Holladay, 2012-01-10 Written as a tool for both researchers and communication managers the Handbook of Crisis Communication is a comprehensive examination of the latest research methods and critical issues in crisis communication Includes in depth analyses of well known case studies in crisis communication from terrorist attacks to Hurricane Katrina Explores the key emerging areas of new technology and global crisis communication Provides a starting point for developing crisis communication as a distinctive field research rather than as a sub discipline of public relations or corporate communication

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