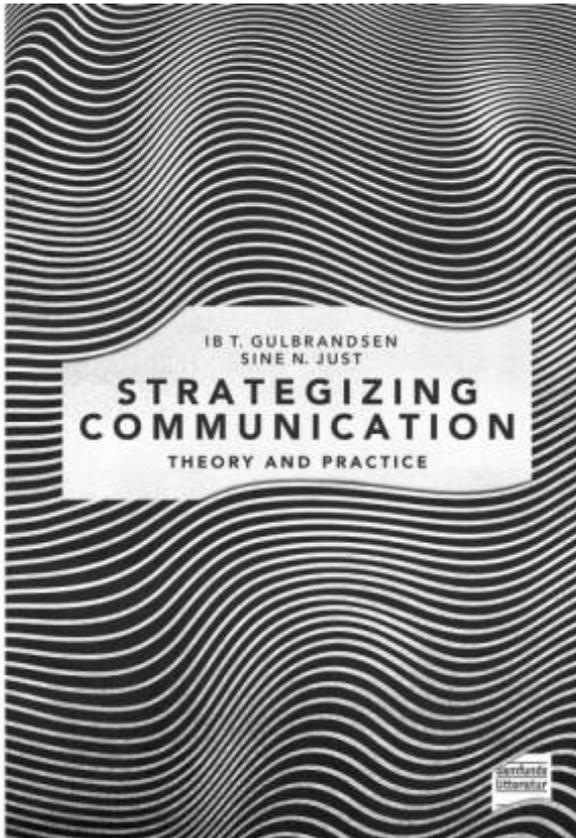


Strategizing Communication



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Strategizing Communication offers a unique perspective on the theory and practice of strategic communication. Written for students and practitioners interested in learning about and acquiring tools for dealing with the technological, environmental and managerial challenges, which organizations face when communicating in today's mediascape, this book presents an array of theories, concepts and models through which we can understand and practice communication strategically. The core of the argument is in the title: strategizing meaning the act of making something strategic. This entails looking beyond, but not past instrumental, rational plans in order to become better able to understand and manage the concrete, incremental practices and contexts in which communication becomes strategic. Thus, we argue that although strategic communicators do (and should) make plans, a plan in itself does not determine the success of strategic communication. Rather, contextual factors such as competition, technological developments, global cultural trends and local traditions as well as employees skills and attitudes will determine the organization's communicative success. Against the backdrop of the comprehensive changes to communication in and about organizations brought about by the rise of digital communication technologies and related contextual developments, Strategizing Communication provides better and more up to date tools for understanding and managing strategic communication processes. Read more on: <http://strategizingcommunication.dk/> Denne sampak indeholder bog + voucher til e-bog

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