



# Handbook of Communication Audits for Organisations

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Why are some organisations successful, while others perish in the marketplace? Evidence is growing to suggest that a key part of the answer is communication. How people interact with each other, or fail to do so, often determines an organisation's overall prospects of success. Accordingly, there is growing interest in techniques which can be employed to measure current communication effectiveness and enable targets to be set for improvements.

*The Handbook of Communication Audits for Organisations* equips readers with the vital analytic tools required to conduct assessments. Owen Hargie, Dennis Tourish and distinguished contributors drawn from both industry and academia:

- review the main options confronting organisations embarking on audit
- discuss the merits and demerits of the approaches available
- provide case studies of the communication audit process in action
- discuss how audit findings can be interpreted so suitable recommendations are framed
- outline how reports emanating from such audits should be constructed.

*The Handbook* will be invaluable to students of organisational communication, as well as the growing number of communications managers in the business world.

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### Editorial Review

#### Review

**Not all handbooks live up to their name, but this is one that does. ... I would recommend the Hargie and Tourish book to anyone interested in audits and assessments of communication practices. The variety of methods covered, the helpful examples provided, and the detailed instruments included are all useful additions to our library on studying organizational communication.** - *Beverly Davenport Sypher, Virginia Tech University, USA, in Management Communication Quarterly*

**It is the sort of book that you want to find when you are in the first state of uncertainty about a particular task ahead. If you are interested in auditing and improving organisational communication it provides ideas and practical help in an abundant but well-organised fashion.** - *Steve Dewar, King's Fund Fellow, on the website of the Health Services Journal*

#### About the Author

**Dr Dennis Tourish** is co-author of '*Communication In Management*', **Owen Hargie** has published eleven books, both have been widely published and have international reputations in the fields of interpersonal and organisational management.

### Users Review

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**John Moreno:**

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