



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

From reader reviews:

Tim Andrus:

In this 21st centuries, people become competitive in every single way. By being competitive right now, people have do something to make all of them survives, being in the middle of the actual crowded place and notice by simply surrounding. One thing that sometimes many people have underestimated the item for a while is reading. Yep, by reading a publication your ability to survive enhance then having chance to stand up than other is high. For you personally who want to start reading some sort of book, we give you that Handbook of Communication Audits for Organisations book as beginning and daily reading reserve. Why, because this book is more than just a book.

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Reading can be called head hangout, why? Because when you find yourself reading a book specially book entitled Handbook of Communication Audits for Organisations your brain will drift away through every dimension, wandering in most aspect that maybe unfamiliar for but surely might be your mind friends. Imaging every word written in a guide then become one application form conclusion and explanation in which maybe you never get ahead of. The Handbook of Communication Audits for Organisations giving you an additional experience more than blown away your brain but also giving you useful information for your better life with this era. So now let us explain to you the relaxing pattern the following is your body and mind is going to be pleased when you are finished studying it, like winning a. Do you want to try this extraordinary shelling out spare time activity?

John Moreno:

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