



Communicating for Managerial Effectiveness: Challenges | Strategies | Solutions

Phillip G. Clampitt

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Communicating for Managerial Effectiveness skillfully integrates theory, research, and real-world case studies into models designed to guide thoughtful responses to complex communication issues. The highly anticipated **Sixth Edition** builds on the strategic principles and related tactics highlighted in previous editions to show readers how to add value to their organizations by communicating more effectively. Author Phillip G. Clampitt (Blair Endowed Chair of Communication at the University of Wisconsin–Green Bay) addresses common communication problems experienced in organizations, including:

- Communicating about major changes spanning organizational boundaries
- Selecting the proper communication technologies
- Transforming data into knowledge
- Addressing ethical dilemmas
- Providing useful performance feedback
- Structuring and using robust decision-making practices
- Cultivating the innovative spirit
- Building a world-class communication system

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