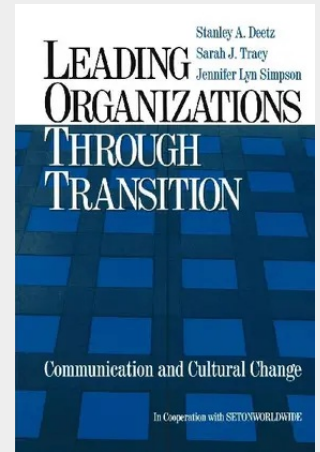


Leading Organizations Through Transition

Communication and Cultural Change

This volume addresses the role of communication in cultural change efforts within organizations, especially during periods of transition, mergers, technological innovations, and globalization. Included is a development of the nature and function of organizational cultures, discussion of the role of leadership in providing visions and framing organizational events, investigations of ethical issues, and careful examination of the importance of member involvement in change processes. Specific organizational cases are highlighted throughout. These materials were initially developed as the electronic text for an online course in organizational culture and cultural change as part of an executive masters program at Seton Hall University. The success with this course led to the development of a book to aid students and professionals work with organizational cultural change.

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