

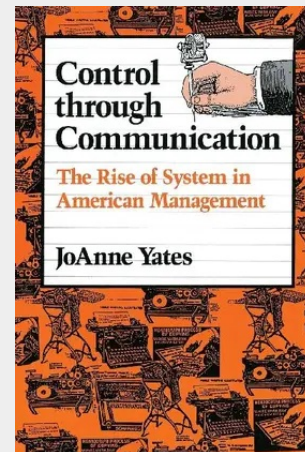
Yates

Control Through Communication

The Rise of System in American Management

Winner of the Waldo Gifford Leland Prize from the Society of American Archivists Winner of the Alpha Kappa Psi Foundation Award for Distinguished Publication on Business Communication from the Association for Business Communication Caught in the midst of an information revolution, today's business managers and scholars are trying to assess the likely effects of the sweeping changes now taking place in technology and in organization. In *Control through Communication* JoAnne Yates looks back to the last major shift in the use of communication and information-and writes the first full and detailed account of the process by which modern managerial systems came to be created within the American business system. Focusing on the evolution of corporate communication as an integrated whole, Yates examines its functions, technologies, and genres in case studies of the Illinois Central Railroad, Scovill Manufacturing Company, and E. I. du Pont de Nemours & Company.

A superb historical analysis of the philosophical and technological forces that led to the development of communication genres and processes in the modern American corporation.



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