

CREATIVE COMMUNICATION

PRINCIPLES & APPLICATIONS



Craig E. Johnson
Michael Z. Hackman

Creative Communication Principles And Applications Paperback

Craig E. Johnson, Michael Z. Hackman



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Creative Communication Craig Edward Johnson, Michael Z. Hackman, 1995 This text targets the synergistic process that includes the symbolic process of creating our capacity to use symbols to create environments that nurture creativity

Workplace Communication for the 21st Century Jason S. Wrench Ph.D., 2013-01-09 Written in clear non technical language this book explains how employees and employers can maximize internal and external organizational communication for both personal benefit and to the entity as a whole *Workplace Communication for the 21st Century Tools and Strategies That Impact the Bottom Line* explains and simplifies what organizational communication scholars have learned presenting this knowledge so that it can be easily applied to generate tangible benefits to employees and employers as they face everyday challenges in the real world This two volume work discusses internal organizational and external organizational communication separately first explaining how communication functions within the confines of a modern organization then addressing how organizations interact with various stakeholders such as customers clients and regulatory agencies The expert contributors provide a thorough and insightful view on organizational communication and supply a range of strategies that will be useful to practitioners and academics alike

Organizational Ethics Craig E. Johnson, 2011-10-26 Equipping students so they can act as change agents who encourage ethical transformation in corporations small businesses government social service agencies religious groups the military and other organizations this text blends theory and practice as it introduces readers to important ethics theories concepts and skills tools drawn from a variety of academic disciplines and outlines implementation strategies tactics Self assessments case studies and chapter end exercises foster skill development discussion and analysis

Leadership Craig E. Johnson, Michael Z. Hackman, 2018-01-26 Leadership A Communication Perspective has been at the forefront of university and college leadership courses for nearly three decades providing a compelling authoritative introduction to leadership as a communication based activity The new edition continues the tradition of excellence with an up to date treatment of theory and research combined with practical real world advice for improving communication competence and leadership effectiveness Relevant The authors profile contemporary leaders and organizations like Alibaba s Jack Ma Zappos Tony Hsieh Facebook s Sheryl Sandberg Uber The Container Store Airbnb Chipotle the Waffle House Nordstrom and Google Their presentation balances current scholarship and trends with historical perspectives to provide a fuller understanding of the study and practice of leadership Comprehensive Leadership and followership are examined in multiple contexts including organizational leadership public leadership and leadership in groups and teams Topics new to this edition include transcendent followership the leadership skills approach team coaching escalation of commitment invisible leadership cultural intelligence trigger events and resilience Full featured Self Assessments measure readers perceptions of personal leadership skills communication style cultural intelligence motivation to lead and more Case Studies examine leadership situations and pose thoughtful questions that prompt students to apply

their experiences and understandings Research Highlights summarize seminal and recent scholarship Chapter Takeaways reinforce important concepts and action steps Application Exercises offer abundant opportunities to explore practice and reflect on chapter content Cultural Connections discuss leadership expectations and behaviors in other cultures Leadership on the Big Screen correlates chapter concepts with the themes of popular films and documentaries Preaching from Inside the Story Jeffrey W. Frymire, 2022-06-02 Preaching from Inside the Story is a book that seeks to carve out an understanding of narrative preaching in an age where there is little agreement about its nature and practice Capitalizing on the works of Craddock and Lowry it seeks to find an expanded palette upon which the preacher may engage the larger canvas of narrative preaching This book will engage the mind by introducing neuroscientific understandings of creativity build upon the foundations of the philosophy of stories by engaging Aristotle's foundational understanding of narrative and renew the Lowry Loop by expanding this seminal work and how it should be understood in our current culture Preaching from Inside the Story breaks new ground by encouraging preachers to move inside stories and tell them from the inside out providing a positive effect thereby affording non narrative preachers to connect with storytelling principles Ultimately it is filled with examples of how to do narrative in a very practical way However in showing these practical examples the reader is involved in a deep analysis of those narrative sermons and how they fit into an overall narrative understanding of preaching In the final analysis it invites the reader to take a fresh journey into narrative preaching *How Writing Works* Roslyn Petelin, 2021-11-29 This is an engaging and practical introduction to the elements of grammar sentence structure and style that you need to write well across a range of academic creative and professional contexts deftly combining practical strategies with scholarly principles The second edition includes updated material based on a longstanding commitment to writing and to best international practice It includes advice on reading language grammar and style structuring designing paragraphing punctuation workplace and academic documents digital writing for social media and revising editing and proofreading How Writing Works should be on the desk of everyone who needs to write students professionals in all fields and creative writers It is an essential handbook for working writers and writing workers in the contemporary writing reliant workplace The accompanying companion website includes video interviews and presentations from leading grammarians including Professor David Crystal and Professor Geoff Pullum in addition to online quizzes and activities to support readers learning

Principles of Integrated Marketing Communications Lawrence Ang, 2021-02-23 Marketing in the digital age poses major challenges for traditional and established practices of communication To help readers meet these challenges Principles of Integrated Marketing Communications An Evidence based Approach provides a comprehensive foundation to the principles and practices of integrated marketing communications IMC It examines a variety of traditional and digital channels used by professionals to create wide reaching and effective campaigns that are adapted for the aims of their organisations This edition has been thoroughly revised and each chapter includes case studies of significant and award

winning campaigns from both Australian and international brands that illustrate the application of explored concepts discussion and case study questions that enable readers to critically evaluate concepts and campaigns a managerial application section that illustrates how concepts can be applied effectively in a real situation a further thinking section that expands knowledge of advanced concepts and challenges readers to think more broadly about IMC

Managing Stress: Principles and Strategies for Health and Well-Being - BOOK ALONE Brian Seaward, 2009 Referred to as the authority on stress management by students and professionals Managing Stress Sixth Edition contains the most comprehensive approach honoring the integration balance and harmony of mind body spirit and emotions The holistic approach taken by internationally acclaimed lecturer and author Brian Luke Seaward gently guides the reader to greater levels of mental emotional physical and spiritual well being by emphasizing the importance of mind body spirit unity Every NEW text includes a Relaxation CD and a note taking guide at no additional cost to your students

Communication in Midwifery - E-Book Tania Staras, 2023-03-14 Kind honest and open communication is at the heart of midwifery care and maternity practice and is vital in providing safe person centred care This new book explores communication in midwifery from a range of perspectives and across different settings It considers the theoretical and practical dimensions of communication including how and why we communicate and who we communicate with It uses case studies and practical examples to put ideas into real world context and to explore topic areas in ways which are thought provoking accessible and useful to practitioners Above all Communication in Midwifery supports midwives in developing their theoretical understanding around communication and building a practical toolkit of ideas and strategies for use in a range of settings and with diverse groups of people It helps midwives and other caregivers in navigating the nuanced and complex situations they encounter every day where clear honest and collaborative communication is vital Covers communication in pregnancy birth and the postnatal period the use of written verbal and non verbal approaches and complex scenarios where communication may be challenging such as diverse groups trauma and loss Explores new methods of communicating including the use of the internet and social media and their benefits and challenges Highlights the importance of communication between professions and ways this can be enhanced Covers contemporary issues of consent risk and safety in maternity care Useful at all stages of a midwife's career from undergraduate to qualified midwife

American Book Publishing Record, 2005

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