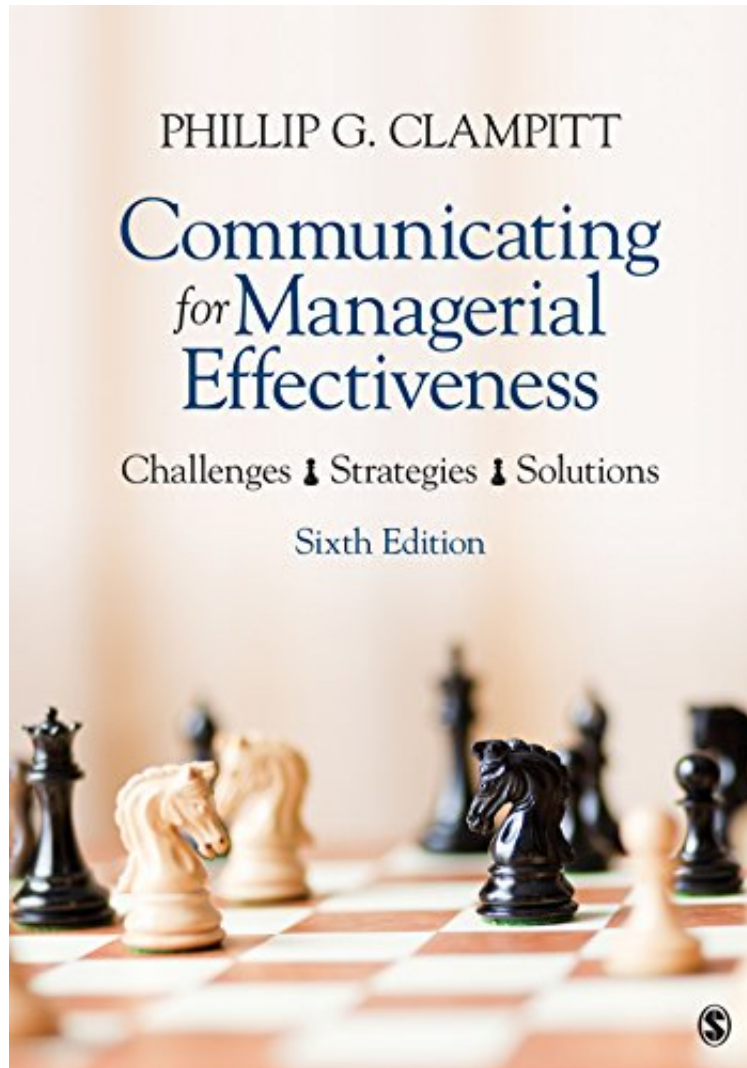


Communicating for Managerial Effectiveness: Challenges | Strategies | Solutions

Phillip G. Clampitt

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Appreciated by thousands of thoughtful students, successful managers, and aspiring senior leaders around the world
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

"The best practical guide available for integrating complexity into effective managerial practice. Clampitt's unique, up-to-the-minute, and leading-edge focus on communication practices give managers an essential set of skills for effectively navigating today's most difficult complex organizational problems. Communicating for Managerial Effectiveness identifies a common set of complex problems all managers face and details specific communication-enhanced strategies and tactics for moving past those problems toward successful solutions. Advanced undergraduate and MBA students especially resonate with Clampitt's practice-tested and strategically focused methods for action."--James Barker, Professor and Herbert S. Lamb Chair of Business Education, Rowe School of Business

"This is a comprehensive text that addresses communication from a multidisciplinary approach and reflects contemporary management practice."--Dr. Joseph T. DeRanieri

"Phil Clampitt takes the mystery out of understanding managerial communications. His engaging style of presenting important communication concepts has my students reading beyond their assignments. Prompting students to discuss the text in class has never been easier."--Robert J. Trosky, Jr., D.Sc., "I have been searching for a text I could use that presented clear, skill-based, practical suggestions my students could implement in the business world along with a theoretical background that would provide a depth of understanding as to why those skills are successful. This textbook does just that. It is a terrific blend of theory, skills and provides real business-based practicum and analysis assignments for the students to apply what they learned in each chapter."--Teresa Raehpour

"This is an excellent text to use for students seeking a degree in Organizational Leadership because it addresses more of the communication challenges that leaders face (e.g. performance feedback discussions, communicating about organizational change)."--Carol Howard

"This book is one of the few which is a 'must read' in the field of management communication. Phil Clampitt combines a deep understanding of the research with an unparalleled sensitivity to the needs of practitioners. He has produced a text which is stimulating, fun to read and which transforms the way in which we think about communication in organizations. Wise executives will study its pages in order to steal ideas about best practice from one of the best in the business. The winners will be the organizations they work for. The losers will be the competition."--Dennis Tourish, Professor of Leadership and Organization Studies

"This text is a treasure trove for us in and out of the classroom."--Steven Ralston

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About the Author Phillip G. Clampitt received his Ph.D. in organizational communication

from the University of Kansas. He holds the Blair Endowed Chair of Communication and was previously the Hendrickson Professor of Business at the University of Wisconsin-Green Bay where he is a full professor. Dr. Clampitt is the chair of four units at UWGB: Information, Computing Science, Communication, Computer Science, and Information Science. Sage Publications recently published the sixth edition of his best-selling book, *Communicating for Managerial Effectiveness* 6e. He co-authored two books with Robert J. DeKoch (President/COO of the Boldt Company): *Embracing Uncertainty: The Essence of Leadership and Transforming Leaders into Progress Makers*. His work on "Decision Downloading" was featured in the MIT Sloan Management and the Wall Street Journal. Additionally, he has published in numerous journals, including *The Academy of Management Executive*, *Journal of Communication Management*, *Journal of Business Communication* and *Management Communication Quarterly*. He has contributed chapters to numerous works including: *Handbook of Communication Audits for Organisations*, *Communication Audits*, and the *International Encyclopedia of Organizational Communication*. He also is on the editorial board of many professional journals. Over the past thirty years he has worked on communication and leadership issues with many organizations including Nokia, PepsiCo, Schneider National, The Boldt Company, Dental City, National University and the Menasha Corporation. Phil has been a guest speaker at the U.S. Army War College where they use his books in their Strategic Leadership class. In addition to many guest-speaking opportunities in the U.S., he has also been invited to speak internationally at places such as The University of Pisa, The University of Aberdeen, The University of Ulster, as well as to numerous multi-national businesses and professional organizations. His students have heard him ask, "So what?" so often that they started calling him "Dr. So What." Subsequently, he developed a related website (www.drsowhat.com) that highlights his passionate commitment to critical thinking and thoughtful inquiry.