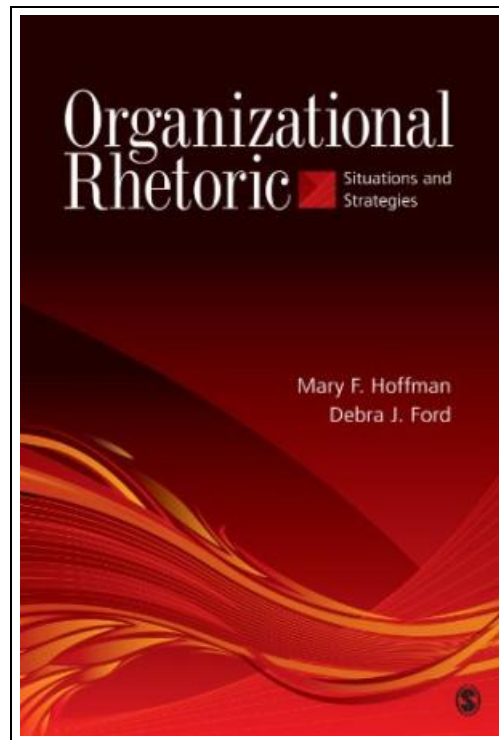


## Organizational Rhetoric Situations and Strategies



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**Key Features**

- Grounds the explanation and critique of persuasive organizational messages in traditional and contemporary rhetorical literature
- Shows students how to critique the messages organizations use to create and maintain organizational power
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- Uses case studies and accompanying worksheets to help students move through the process of analyzing sample situations and messages
- Covers image impression management, issue management, crisis management, and other key facets of organizational rhetoric
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