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Integrated Business Communication: In a Global Marketplace

Bonnye E. Stuart, Marilyn S. Sarow, Laurence Stuart

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Integrated Business Communication applies communication concepts and issues from various fields such as marketing, public relations, management, and organizational communication and packages them into a dynamic new approach – Integrated Communication. It is designed to give business students a basic knowledge and broad overview of communication practices in the workplace. Ultimately, the book should be seen as a practical guide to help students understand that communication is key to decision making and fundamental to success in a global marketplace. This book uses an interdisciplinary approach to its discussion of integrated communication by incorporating theory, application, and case studies to demonstrate various concepts. Theory will be introduced when necessary to the understanding of the practical application of the various concepts. This co-authored book will be broad enough in scope and method to be used as a core text in business communication. Case studies will be an integral part of the material.

- The book focuses on the practical application of theory and concepts
- Presents case studies from many sectors to illustrate concepts
- The book will have an interdisciplinary approach utilizing examples from communications, mass communications, marketing, public relations, management, and intercultural and organizational communication being used in many countries throughout the world
- There will be a strong pedagogical structure within the text with a website providing additional materials for students and lecturers
- Contributions from Katherine Van Wormer, Theresa Thao Pham, Charles Lankester, Elizabeth Dougall, Jean Watin-Augouard, Kristi LeBlanc, Geof Cox

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