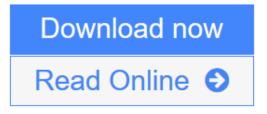


Leading Organizations through Transition: Communication and Cultural Change

Stanley A. Deetz, Sarah J. (Jane) Tracy, Jennifer Lyn Simpson



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This book addresses the role of communication in cultural change efforts within organizations, especially during periods of transition, mergers, technological innovations and globalization.

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