



Assessing Organizational Communication: Strategic Communication Audits (Guilford Communication Series)

Cal W. Downs, Allyson D. Adrian

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This essential guide offers a detailed framework for assessing communication processes within an organization and using the results to develop improved organizational strategies. Presented in clear, accessible prose are the "tools of the trade" for planning and initiating audits, gathering data using a wide variety of methodologies, analyzing the findings, and preparing effective reports. Throughout, practical examples drawn from the authors' influential work in the field help readers understand the real-world applications of the concepts discussed and gain skills for creative problem solving. A successor volume to Cal Downs's popular *Communication Audits*, the book has been extensively rewritten with many new topics and two entirely new chapters reflecting today's critical issues and best practices. It will serve as both an authoritative primer for human resource and management consultants and a comprehensive text for undergraduate and graduate students in organizational communication.

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