



戦略的コミュニケーション百科事典・全3巻 1. Encyclopedia of Strategic Communication 3 Volume Set

Series: ICAZ – Wiley Blackwell-ICA International
Encyclopedia of Communication

Edited by Robert L. Heath & Winni Johansen

2018年8月出版予定 全3巻/1500ページ ¥103,450

2018年9月までの出版記念特価 ¥91,280

ISBN:978111901015 Wiley-Blackwell

The term "strategic communication" traditionally has been understood as referring to external corporate communication, such as public relations, marketing communication, and advertising, with insufficient consideration beyond its role as a tool of persuasive influence. In recent years, however, the field of strategic communication has evolved to be more holistic in its approach and its role within sociocultural contexts. Articles, textbooks, and handbooks have attempted to define the scope, purpose, and nature of the concept, but as the first major comprehensive work of its kind, *The International Encyclopedia of Strategic Communication* captures the full scope of contemporary theory and practice in strategic communication. Reflecting the current international trend within communication studies generally, this timely reference explores current efforts on the part of thought leaders and practitioners worldwide to critique, integrate, and reengineer forms, structures, functions of, and purposes for external and internal communication of organizations. To that end, the editors have enlisted a multidisciplinary team of authors, including scholars and industry professionals from around the globe who share their insights and expertise within the four major areas of strategy, organization, management, and sociocultural impact.

本書の主な特徴

- * Defines state-of-the-art concepts, models, theories, contexts, and professional practices at the heart of 21st century strategic communication
- * Addresses all contexts within which strategic influence is required to achieve outcomes that serve the interests of organizations' and those whom they seek to influence
- * Goes beyond traditional, US-dominated perspectives to provide an international approach
- * Explores strategic communication from a much-needed sociocultural perspective
- * Examines strategic communication's role beyond corporate persuasion and offers a broader view of its functions for organizations of all kinds

Written with the support and assistance of the International Communication Association, the world's leading association for scholars interested in the study, teaching, and application of all aspects of human, organizational and mediated communication, *The International Encyclopedia of Strategic Communication* is an indispensable resource for students, teachers, and researchers in the burgeoning field of communication, as well as public relations, corporate communication, and marketing professionals working in organizations worldwide.

About the Author

Robert L. Heath co-edited the *International Encyclopedia of Communication*. He recently published *Master Work on Public Relations* and is co-author of *PR Theory: An Introduction* (Wiley-Blackwell).

Winni Johansen, PhD, is a Professor at the Section for Corporate Communication at the Department of Management, at the School of Business and Social Sciences, Aarhus University, Denmark, and Director of the Executive Master's Program in Corporate Communication. Her research areas include strategic communication, crisis management and crisis communication, public relations, organizational communication, marketing communication, and environmental communication.

関連書ご案内

2.The International Encyclopedia of Language and Social Interaction, 3 Volume Set

Series: ICAZ - The Wiley-Blackwell-ICA International Encyclopedias of Communication

Edited by Tracy, Karen / Ilie, Cornelia / Sandel, Todd
May 2015, 3 Vols/1660 pages, Hardcover (John Wiley & Sons) ISBN 9781118611104 **¥78,240**

Language and social interaction is an international, interdisciplinary area of research that is thriving globally, and a crucial area of teaching. The International Encyclopedia of Language and Social Interaction reflects this global importance, providing an invaluable reference work for students and academics, with contributions from leading international scholars. It successfully brings into a single source explication of all of the fascinating and ground-breaking work in the area that is developing globally and across disciplines, available both online and as a three-volume print set.

CONTENTS: Volume I: About the Editors vii. Contributors ix. Alphabetical List of Entries xvii. Thematic List of Entries xxi. Editor's Introduction xxv. Language and Social Interaction A-. Volume II; Language and Social Interaction. Volume III: Language and Social Interaction -Z. Index.

3.The International Encyclopedia of Communication Theory and Philosophy, 4 Volume Set

ICAZ - The Wiley-Blackwell-ICA International Encyclopedias of Communication

Edited by Pooley, Jefferson D. / Rothenbuhler, Eric W.

Nov 2016, 4 Vols/2368 Pages, Hardcover (John Wiley & Sons) ISBN 9781118290736 **¥107,800**

The International Encyclopedia of Communication Theory and Philosophy is the definitive single-source reference work on the subject, with state-of-the-art and in-depth scholarly reflection on key issues from leading international experts. It is available both online and in print.

* A state-of-the-art and in-depth scholarly reflection on the key issues raised by communication, covering the history, systematics, and practical potential of communication theory

* Articles by leading experts offer an unprecedented level of accuracy and balance

* Provides comprehensive, clear entries which are both cross-national and cross-disciplinary in nature

* The Encyclopedia presents a truly international perspective with authors and positions representing not just Europe and North America, but also Latin America and Asia

* Published both online and in print

* Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association

4.The International Encyclopedia of Intercultural Communication, 3 Volume Set

ICAZ - The Wiley-Blackwell-ICA International Encyclopedias of Communication

Edited by Kim, Young Yun

December 2017, 3 Vols/2160 Pages, Hardcover (John Wiley & Sons) ISBN 9781118783948

¥111,280

The International Encyclopedia of Intercultural Communication employs a broadly-based taxonomy of intercultural communication (ICC) that consists of six organizing themes. Those themes are the traditional ICC core theme -- known as "intercultural communication" -- and five associated themes recognized as "cross-cultural communication," "cultural communication," "intergroup communication," "intercultural training," and "critical intercultural communication." This encyclopedia addresses issues of ethnicity and race in intercultural communication -- not as a separate theme, but as an integral part of each thematic area. It also provides entries outside the ICC's discipline of communication, such as cross-cultural psychology, cultural anthropology, and social psychology.

This work features 256 articles written by 249 authors representing 19 different countries. The articles address issues, theories, and concepts that have substantively contributed to the development of ICC theory and research (ie: Hall's high- and low-context communication systems; Hofstede's four dimensions); methodological issues of importance to ICC research (ie: emic and etic; sampling equivalence); and summaries of findings from original studies directly pertaining to the ICC domain (ie: cross-cultural psychological studies of cultural differences in variables pertaining to message processing and verbal/nonverbal communication behavior).

* Overview of the ICC domain as a whole

* Key research topics in the field with a strong global editorial team

* Overview essays on the six thematic areas of study

* Cross-over information from cross-cultural psychology, cultural anthropology, and social psychology

The International Encyclopedia of Intercultural Communication is an ideal book for international communication undergraduate and graduate students as well as for academic researchers and professional practitioners of intercultural communication.

5.International Encyclopedia of Digital Communication and Society, 3 Volume Set

ICAZ - The Wiley-Blackwell-ICA International Encyclopedias of Communication

Mansell, Robin / Ang, Peng Hwa / Steinfield, Charles / van der Graaf, Shenja / Ballon, Pieter / Kerr, Aphra / Ivory, James D. / Braman, Sandra / Kleine, Dorothea / Grimshaw, David J. (eds.)

February 2015, 3 Vols/1500 Pages, Hardcover

(John Wiley & Sons) ISBN 9781118290743 **¥86,940**

The International Encyclopedia of Digital Communication and Society offers critical assessments of theoretical and applied research on digitally-mediated communication, a central area of study in the 21st century.

* Examines topics with unprecedented breadth and depth, with the aim of bringing together international and interdisciplinary

perspectives

* Organized in an accessible A-Z format with over 150 entries on key topics ranging from 2,000 to 10,000 words

* Addresses a full range of topics including digitally-mediated social media, commercial applications and online gaming, to law and policy analysis and information and communication technologies for development

* Published with a regularly updated online edition which will ensure readers are kept abreast of the latest developments in research

* Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association

6.The International Encyclopedia of Media Effects, 4 Volume Set

ICAZ - The Wiley-Blackwell-ICA International Encyclopedias of Communication

Rössler, Patrick (ed.)

January 2017, 4 Vols/2336 Pages, Hardcover

(Wiley & Sons Ltd) ISBN 9781118784044

¥119,970

Rössler, Patrick (Editor)

The International Encyclopedia of Media Effects presents a comprehensive collection of the most up-to-date research on the uses and impacts of media throughout the world.

* Provides the definitive resource on the most recent findings of media effects research

* Covers all aspects of the uses and impact of media, utilizing empirical, psychological, and critical research approaches to the field

* Features over 200 entries contributed by leading international scholars in their associated fields

* Offers invaluable insights to for students, scholars and professionals studying and working in related fields, and will stimulate new scholarship in emerging fields such as the Internet, Social Media and Mobile Communication

* Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association

7.The International Encyclopedia of Political Communication, 3 Volume Set

ICAZ - The Wiley-Blackwell-ICA International Encyclopedias of Communication

Mazzoleni, Gianpietro / Barnhurst, Kevin G. / Ikeda, Ken'ichi / Maia, Rousiley C. M. / Wessler, Hartmut (eds.)

December 2015, 3 Vols/1800 Pages, Hardcover

(John Wiley & Sons) ISBN 9781118290750

¥119,970

The International Encyclopedia of Political Communication is the definitive single-source reference work on the subject, with state-of-the-art and in-depth scholarly reflection on the key issues within political communication from leading international experts. It is available both online and in print.

* Explores pertinent/salient topics within political science, sociology, psychology, communication and many other disciplines

* Theory, empirical research and academic as well as professional debate are widely covered in this truly international and comparative work

* Provides clear definitions and explanations which are both cross-national and cross-disciplinary by nature

* Offers an unprecedented level of authority, accuracy and balance, with contributions from leading international experts

in their associated fields

* Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association

8.The International Encyclopedia of Organizational Communication, 4 Volume Set

ICAZ - The Wiley-Blackwell-ICA International Encyclopedias of Communication

Scott, Craig / Lewis, Laurie (eds.)

January 2017, 4 Vols/2592 Pages, Hardcover

(John Wiley & Sons) ISBN 9781118955604

¥119,970

The International Encyclopedia of Organizational Communication offers a comprehensive collection of entries contributed by international experts on the origin, evolution, and current state of knowledge of all facets of contemporary organizational communication.

* Represents the definitive international reference resource on a topic of increasing relevance, in a new series of sub-disciplinary international encyclopedias

* Examines organization communication across a range of contexts, including NGOs, global corporations, community cooperatives, profit and non-profit organizations, formal and informal collectives, virtual work, and more

* Features topics ranging from leader-follower communication, negotiation and bargaining and organizational culture to the appropriation of communication technologies, emergence of inter-organizational networks, and hidden forms of work and organization

* Offers an unprecedented level of authority and diverse perspectives, with contributions from leading international experts in their associated fields

* Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association

9.The International Encyclopedia of Interpersonal Communication, 3 Volume Set

ICAZ - The Wiley-Blackwell-ICA International Encyclopedias of Communication (Series Nr. 3)

Wilson, Steve R. / Dillard, James Price / Caughlin, John / Solomon, Denise (eds.)

December 2015, 3 Vols/2048 Pages, Hardcover

(Wiley & Sons Ltd) ISBN 9781118306055 **¥85,200**

The International Encyclopedia of Interpersonal Communication presents a comprehensive overview of the theories, concepts and processes that interpersonal communication researchers use to explain a wide variety of social interaction phenomena.

* Over 270 entries explore: interpersonal conflict, negotiation, relationship development, interactional adaptation, social influence, and, communication in the workplace, at school and within family life

* Encompasses both theory and practice, bringing together the fascinating and groundbreaking research from the field, from the first generation of interpersonal communication scholars to the very latest developments

* Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association

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