



Strategic Communication in Business and the Professions (7th Edition)

By Dan O'Hair, Gustav W. Friedrich, Lynda Dee Dixon

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This Seventh Edition helps the reader address the current challenges of communication within the realm of business. The updated examples provide an increased focus on the balance between technology and communication, the new forms of communication technology; in addition to the integration of new research in the area of business communication, management, interpersonal and group communication. *Strategic Communication* prepares readers for the business world of today.

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Editorial Review

From the Back Cover

About the Author

H. Daniel O'Hair is a Professor in the Department of Communication at the University of Oklahoma. He has published more than forty research articles in communication, business, management, and psychology journals and volumes. In addition, he has authored and edited six books on the topic of communication. O'Hair has been the principle investigator for several grants from business, non-profit, and government institutions totaling more than \$2 million. He has served on the faculties of Texas Christian University, New Mexico State University, and Texas Tech University. Currently, he serves as editor of the *Journal of Applied Communication Research*, one of NCA's research journals, associate editor of six journals in the social sciences, and as principal investigator and course administrator for the Department of Defense's Joint Course in Communication, an intensive eight-week course in advanced communication study. His teaching interests are business and organizational communication, health communication, and public affairs.

Gustav W. Friedrich is Professor II and Dean in the School of Communication, Information, and Library Studies at Rutgers University. His publications appear in such journals as *Communication Education*, *Communication Monographs*, *Journal of Communication*, and *Journal of Personality and Social Psychology*. He is author/editor of 13 books. Professor Friedrich's honors and awards include: Presidential Professor; Kenneth E. Crook Faculty Award; Josh Lee Service Award; Henry Daniel Rinsland Memorial Award for Excellence in Educational Research; Regents' Award for Superior Teaching; and Golden Anniversary Award. His research interests are in communication theory and in instructional and applied communication.

Lynda Dee Dixon is Associate Professor in the Department of Interpersonal Communication at Bowling Green State University. She has served as Graduate Coordinator in the School of Communication Studies and as Faculty Associate in the Graduate College. Previously, she has been on the faculty at the University of Oklahoma, University of New Mexico, and Indiana University-South Bend. A Cherokee from Oklahoma, she began her research by studying the health communication of Oklahoma American Indian women. Her research has focused on diversity issues in health, education, and professional organizations. Dixon's publications include a co-edited book on women in prison, book chapters, and journal articles. Her three most recent journal articles have focused on the effects of architecture and posted signs in federal health care facilities for American Indians, and the phenomenon of rap music. She teaches graduate and undergraduate courses in health communication, intercultural communication, and organizational communication.

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