



Consulting That Matters: A Handbook for Scholars and Practitioners (Hardback)

By -

Peter Lang Publishing Inc, United States, 2016. Hardback. Book Condition: New. 2nd Revised edition. 225 x 150 mm. Language: English . Brand New Book. Each year, thousands of consulting contracts are awarded by organizations to experts who help them with challenges involving people, processes, technologies, goals, resource allocation, decision making, problem solving, and more. These experts - consultants - diagnose problems, recommend solutions, facilitate interventions, and evaluate outcomes that are often related to human communication. Some consultants are academicians skilled in both doing and interpreting research for clients; others are practitioners with little use for research and theory. Driving all of the ideas showcased in Consulting That Matters: A Handbook for Scholars and Practitioners is the premise that sound theory and research are critical to consulting success, and should be the blueprints for successful organizational transformation. Thus, this book is for all types of consultants, including the very best who are at the top of their games and those who believe theory and research belong in ivory towers, not business settings. Featuring a who's who of preeminent communication scholars/consultants, each author shares frameworks, strategies, and examples from their own diverse experiences, all grounded in rich, substantive theory and research....



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