

CHAPTER OVERVIEW

11: Communication



Exhibit 11.1 (Credit: UC Davis College of Engineering/ flickr/ Attribution 2.0 Generic (CC BY 2.0))

Learning Outcomes

After reading this chapter, you should be able to answer these questions:

1. Understand and describe the communication process.
2. Know the types of communications that occur in organizations.
3. Understand how power, status, purpose, and interpersonal skills affect communications in organizations.
4. Describe how corporate reputations are defined by how an organization communicates to all of its stakeholders.
5. Know why talking, listening, reading, and writing are vital to managing effectively.

[11.1: Section 1-](#)

[11.2: Types of Communication in Organizations](#)

[11.3: Factors Affecting Communications and the Roles of Managers](#)

[11.4: Managerial Communication and Corporate Reputation](#)

[11.5: The Major Channels of Management Communication Are Talking, Listening, Reading, and Writing](#)

[11.6: Glossary](#)

[11.7: Summary of Learning Outcomes](#)

[11.8: Chapter Review Questions](#)

[11.9: Management Skills Application Exercises](#)

[11.10: Managerial Decision Exercises](#)

[11.11: Critical Thinking Case](#)

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