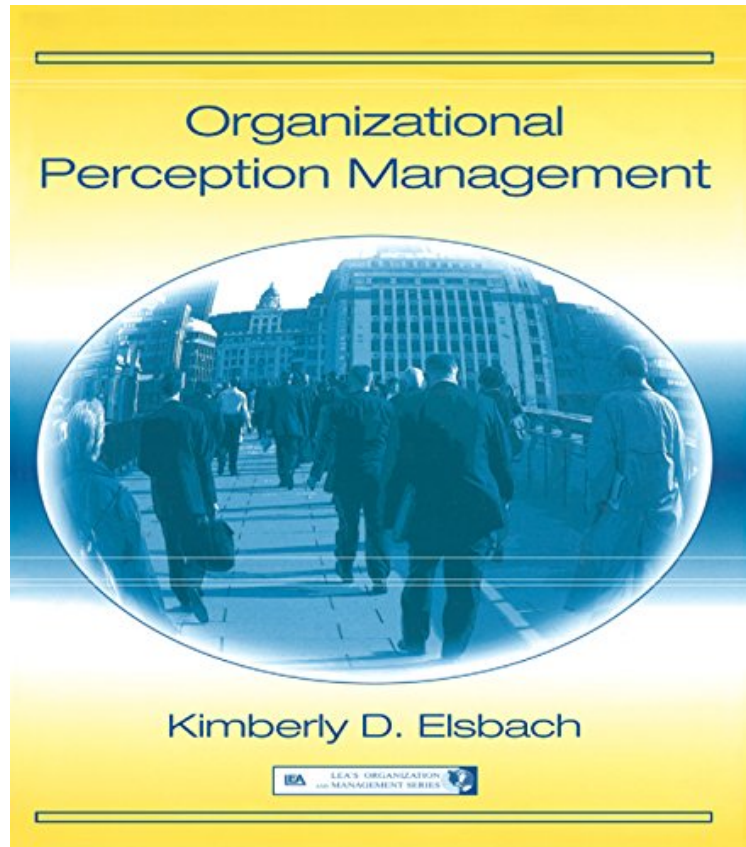


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## Organizational Perception Management (Organization and Management Series)

*Kimberly D. Elsbach*

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**Kimberly D. Elsbach : Organizational Perception Management (Organization and Management Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Organizational Perception Management (Organization and Management Series):

1 of 3 people found the following review helpful. Think like your perceivers think about you By E. Bruce Harrison To understand what you need to communicate to score, you first need to understand how you are perceived. The aim of this book is effective communication by a company, organization, team or individual leader. The idea, which I endorse and use in my classes with advanced degree students at Georgetown University, is to connect with key organizational stakeholders. You need to know how you and your interests are perceived -- good, bad or (sometimes much worse) not at all -- to get to the root of communication problems and turn them around to mutual benefit.

This book summarizes the research findings from the relatively new domain of study called "organizational perception management" (OPM). While perception management has been studied at the individual level since the 1960's, organization-level perception management was first examined in the 1980's in the context of corporate annual reports that focused on organizational standard and performance. Since then, empirical studies have expanded the domain of

organizational perception management to include the management of organizational identities, as well as the strategic management of specialized organizational images for specific audiences. The goals of Organizational Perception Management are to: \*summarize and organize this evolving literature to provide a complete and comprehensive definition of OPM events and tactics; \*illustrate OPM events and tactics in specific, real-world contexts; and \*identify a set of research themes that may stimulate further research on OPM. This text is grounded primarily in empirical research on OPM, including qualitative field research, and uses current research and case studies to illustrate the application and effectiveness of OPM in context. As such, it will appeal to students, scholars, and practitioners of organizational management.

"Elsbach has succeeded in defining organizational perception management and summarizing its research. The book has been written at the level of an educated layperson. It has a well-organized structure, and the examples engage the reader." **PsycCRITIQUES**