



# Organizational Communication: Balancing Creativity and Constraint

*Eric M. Eisenberg, H. L. Goodall, Angela Trethwey*

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Respected scholars Eric Eisenberg, H.L. Goodall Jr., and Angela Trethewey combine decades of teaching and scholarly experience to offer students a concise and readable introduction to organizational communication theories and their practical applications. Using the metaphor of creativity (getting what you want) and constraint (following established rules) this popular textbook offers students more opportunities than ever before to practice what they learn through a variety of features within the textbook itself and on its companion Web site.



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