



The Power of Communication: Managing Information in Public Organizations

Doris A. Graber

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Whether it's the Internal Revenue Service or the local police department, every person's life is affected by how public organizations handle information. New technologies are inundating us with data-agencies collect, store, analyze and disseminate information. How organizations manage this information is crucial to their effectiveness, efficiency, and accountability.

It is becoming more difficult for public organizations to formulate clear messages. Political pressure from elected officials and public scrutiny make the task of managing communication even more daunting. By helping students see how communication networks must be treated within larger psychological, cultural, and mechanical contexts, Graber presents ways to construct effective channels so information is transmitted to the appropriate audiences, linking policy decisions and feedback from citizens. Blending the best of theory and practice, *The Power of Communication* helps both students and practitioners turn a flood tide of information into an asset, rather than a menace, to good government.

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