



# Communicating for Change (Jossey Bass Business and Management Series)

*Roger D'Aprix*

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# Communicating for Change (Jossey Bass Business and Management Series)

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Develop a communications strategy that works for -- not against -- you. Based on years of battle-tested principles and case-examples, Roger D'Aprix tells managers how they can avoid the communications breakdowns that sabotage attempts at change, and cause employees to lose faith in their leaders and the system itself. Instead, he shows how communications can be used strategically to connect an organization's vision, mission and business goals to the forces and opportunities in the marketplace -- the driving force behind all change. Includes D'Aprix's market-based strategic communications model for integrating and aligning communications at all levels.

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