This upper level text is designed to help students investigate the influence of messages generated by the vast array of organizations in contemporary society. It integrates rhetorical principles and methods with theories from organizational communication to create an analytical framework that can be used to critique, and by extension, create ethical and effective organizational messages. The first half of the book builds and explains the analytical framework, while the second guides students through five specific situations that require organizational messages: creation of organizational identity; management of issues, risk, and crisis; and communication with employees and other stakeholders.