

## Communication Arena Newsletter

April 2008

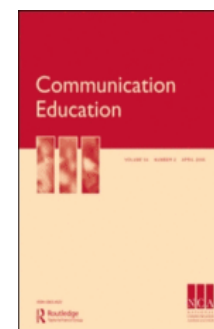
Welcome to the April Communication Arena Newsletter. This month visit the [Communication Arena](#) to find out more about:

### Journals

- The [Chinese Journal of Communication](#) celebrates the publication of its inaugural issue. To find out more visit the [Editor's Focus](#).
- The incoming editor of [Communication Education](#), Melanie Booth-Butterfield, is now inviting major reviews of instructional communication research that serve as foundational pieces for researchers and practitioners. Find out more about the [Call for Major Reviews](#).



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### Books

- The new Communication Catalogue has just published. To receive your free copy email [sarah.hartley@tandf.co.uk](mailto:sarah.hartley@tandf.co.uk)
- [Strategic Reputation Management](#)  
*Towards a Company of Good*  
**Pekka Aula**, University of Helsinki and **Saku Mantere**, Helsinki University of Technology

Examining the ways in which organizations achieve 'goodness' through reputation, reputation management and reputation strategies.

- [The Dynamics of Persuasion](#)  
*Communication and Attitudes in the 21st Century*  
**3rd Edition**  
**Richard M. Perloff**, Cleveland State University, USA

*The Dynamics of Persuasion* provides a comprehensive and up-to-date introduction to persuasive communication and attitude change. Offering a thorough discussion of classic and contemporary theories of persuasion, Perloff explores the structure and functions of attitudes, consistency between attitude and behaviour, and issues in attitude measurement.



Richard M. Perloff

### Get in touch

If you have any comments or suggestions about what you would like to see on the Communication Arena and newsletter, please email [commarena@tandf.co.uk](mailto:commarena@tandf.co.uk)

Best Wishes  
**Katie Thompson**  
Routledge Journals

Please remember that you can forward this email to anyone you think might be interested in its content.

