



Using Communication Technology: Creating Knowledge Organizations

Bettina T. S. Buchel

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Communication technology not only changes the face of organizations, but can support organizations in their strive to become learning organizations. In *Using Communication Technology*, Bettina Büchel examines the relationship between information technology and organizations from a range of perspectives, and highlights the managerial implications stemming from this relationship. Analysis is based on theoretical work in organizational studies, management and computer science, and draws upon case studies from companies in Europe and Asia.

This book provides managers with guidelines for individual choice among communication media and goes on to suggest means of evaluating the outcome of communication technology strategy. The author shows how organizational use of communication technologies can lead the way towards the creation of knowledge organizations.

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