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## Communication Strategy Framework

**Access to new resource related to Communications for Program and Project Management added to PM World Library**



Resource provided by [Ovyia RK](#)

04 June 2018 – Mumbai, India – Access to a new resource has been added to the PM World Library on the program/project communication management. The new resource is titled “**Communication Strategy Framework**” and is an article in the Toolkit section of the Mindtools.com website.

Communication is important in every stage of project management. Communicating an urgent requirement, to a senior or junior colleague, and most importantly getting the response within the stipulated time is the focus. Avoiding communication gaps saves time and builds trust between the parties. Michael and Sandra Rouse developed the Communication Strategy Framework and published it in their 2002 book, "Business Communications: A Cultural and Strategic Approach" which is valid even today. The article by MindTools throws light on the communication framework and how it can be implemented.

To access these resources, go to the Applications and Hot Topics section of the PMWL at <https://pmworldlibrary.net/applications-and-topics/>, click on “Communications – for Program and Project Management”, scroll down to Articles. Must be registered as Free Trial, Professional or Scholar member and logged in to access.

*This new resource provided through the PMWL university research internship program; [to learn more, click here](#)*

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### For PMWL Post

MindTools (2018), **Communication Strategy Framework**, MindTools. To access this article, visit <https://www.mindtools.com/pages/article/communication-strategy-framework.htm> ([Ovyia RK](#))

Where to post in the library: <https://pmworldlibrary.net/ppm-communication/>