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Corporate Communication

A Guide to Theory & Practice

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Business Communication Peter Hartley, Clive Bruckmann, 2008-01-28 This is a wide ranging up to date introduction to modern business communication which integrates communication theory and practice and challenges many orthodox views of the communication process As well as developing their own practical skills readers will be able to understand and apply principles of modern business communication Among the subjects covered are interpersonal communication including the use and analysis of nonverbal communication group communication including practical techniques to support discussion and meetings written presentation including the full range of paper and electronic documents oral presentation including the use of electronic media corporate communication including strategies and media The book also offers guidelines on how communication must respond to important organizational issues including the impact

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Strategic Corporate Communication (First Edition) Ross Brinkert, Lisa Chewning, 2019-11-08 Strategic Corporate Communication Core Concepts for Managing Your Career and Your Clients Brands introduces readers to essential strategies in corporate communication The book centers upon the idea that in order to be successful communication professionals not only require outward facing competencies to represent and serve clients but also personal competencies of self awareness and self positioning to manage their careers The text grounds corporate communication in theoretical research and marketplace practices that demonstrate foundational corporate communication elements such as strategy brand storytelling communities messaging context ethics influence research and measurement leadership and management and change Each chapter introduces relevant theory related to a particular topic ways in which the information can support career planning and how the content and skills covered in the chapter apply in the context of the work environment or future interactions with clients Practical application opportunities at both the personal and organizational level encourage careful reflection throughout The inclusion of SWOT exercises and case studies with guiding questions inspires critical thinking and further exploration Strategic Corporate Communication is an ideal text for upper division undergraduate and graduate level courses in strategic public relations corporate branding professional and marketing communication

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The Power of Corporate Communication Paul A Argenti, Janis Forman, 2002-06-28 Strategies for clear communication in today's muddled corporate environment Corporate communication involves much more than just motivating employees and dispensing good PR It represents a tool to be leveraged and a process to be mastered The Power of Corporate Communication shows managers and executives how to communicate effectively with fellow employees from the mailroom to the boardroom and even between organizations and across industries Fully accessible and refreshingly nonacademic it creates an easy to follow map of the world of corporate communication with workplace tested approaches for addressing common challenges Written by two leaders in today's corporate communication field Paul Argenti is the author of 1994's groundbreaking Corporate Communication The Power of Corporate Communication

is replete with careful analyses and real world examples and case studies from leading organizations including Sony Coca Cola and GE

Corporate communication Paul A. (3rd ed.). 2003 Paul A. Argenti. / Argenti,2003 Reengineering Corporate Communication Uwe Seebacher,2022 This book employs the latest insights from modern marketing into the theory and practice of corporate communication including the main stages and goals and highlights the key potentials for the field It briefly presents the essential features of the methodological and structural sciences in order to illustrate to the reader how from a marketer s point of view these new insights can be derived objectively reliably and validly for the field of corporate communication according to scientific criteria The book then introduces the maturity model for modern corporate communication and describes which fields of activity must be gone through in order to be able to implement the change management process towards corporate communication excellence efficiently and effectively Building on this it introduces and defines the most important new concepts of corporate communication in the twenty first century and thus clearly delineates the field of research for this corporate function in the coming years The book goes on to address the important areas of IT and HR in order to provide a 360 view of the developments to be realized in the field of corporate communication A CC self test at the end of the book is intended to help the reader immediately recognize where their own organization stands and against this backdrop to be able to start the necessary activities towards corporate communication excellence immediately on the basis of the maturity model Prof Dr Uwe Seebacher takes us on a timely and informative read on what could be the biggest crisis for Corporate Communications remaining stagnant in a time of great change With rich context and fine detail he illuminates the opportunities to reengineer Corporate Communications and quantify its role in truly impacting business From the importance of predictive intelligence underpinned by authenticity and empathy to building trust this book is a guide for successful business in the 21st Century I highly recommend it Heidi Eusebio Strategist and Executive Director Edelman Uwe Seebacher has once again demonstrated in a well founded manner what methodological and structural science is capable of namely to precisely logically derive the long overdue process of change in the field of corporate communications and thereby make it comprehensible But he also takes the important next step of operationalizing his thoughts in a directly measurable way by providing an easy applicable concrete process model for reengineering corporate communication with many tips templates and inputs for HR and IT Miguel Gimenez de Castro Head Of Communications Spain Portugal Greece and Israel IBM *A Resource Guide and Modulation on Corporate Communication* Evangeline R. Alberto,1990 **Today's Business Communication** Jason L. Snyder,Robert Forbus,Mark Cistulli,Alana Ledford,Cathleen Donahue,2021

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