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DIGITAL STRATEGIES FOR POWERFUL Corporate Communications

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Digital Strategies For Powerful Corporate Communications

Maria Teresa Cuomo, Pantea Foroudi



Digital Strategies For Powerful Corporate Communications:

Digital Strategies for Powerful Corporate Communications Paul A Argenti, Courtney M. Barnes, 2009-04-19 The explosion of blogs social networking sites wikis video sharing sites and other powerful digital communications platforms may be the biggest game changer to impact business since mechanized manufacturing In today s Web 2 0 world company stakeholders including employees customers and investors are empowered in ways unimaginable just a few years ago and traditional corporate hierarchies are yesterday s news Rather than attempt to turn back the clock and reassert strict top down control over stakeholder relationships the smartest companies worldwide are responding with bold new digital communications strategies based on transparency authenticity and inclusion instead of secrecy artificiality and exclusion International corporate communications guru Paul A Argenti provides a lively up to the minute review of the Web 2 0 landscape and analyzes the increasingly central role corporate communications plays in virtually every organizational function Argenti and coauthor Courtney Barnes advise corporate leaders on how to deploy proven strategies for using new and emerging digital platforms to Manage brand identity and company reputation Build a culture of engagement and transparency Turn stakeholders into company evangelists Manage internal communications across time zones and language barriers Recruit and retain the best talent Develop compelling messages based on customer and investor needs and desires Argenti and Barnes provide case studies illustrating digital communications best practices at HP Southwest Airlines Sony Dell IBM Starbucks HBO FedEx GE and other major players This groundbreaking book will teach you how to gain real manageable control over your organization s communications in today s virtual world **Digital Strategies For Powerful**

Argenti, 2009-12 The advents of blogging mashups and wiki programs have introduced chaos in the world of business communication Digital Strategies for Powerful Corporate Communications explains how to use these same digital means among many others for bringing order to this information saturated environment Deploying the lessons inside communication directors will be able to build symbiotic relationships with stakeholders develop key messages based on customers needs and desires managing the company s reputation and executing efficient leadership strategies Case studies of leading global companies are included Corporate Communication Joep Cornelissen, 2017-01-28 Used by nearly 25 000 students in over 50 countries this book incorporates current thinking and developments on corporate communication from both the academic and practitioner worlds Combining a comprehensive theoretical foundation with numerous practical guidelines insights will assist managers or soon to be managers in their day to day work and in their strategic and tactical communication decisions With cases and examples from across the globe including Apple BMW Uber L Or al and Starbucks the new edition is updated to include more material on social media employee communication leadership communication and anti corporate activism The Fifth Edition of Corporate Communication is supported by a Companion Website and includes Full text SAGE journal articles glossary web links for each chapter author selected videos relevant to the key themes and hot topics an authors blog

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Communicating in Digital Age Corporations Anna Danielewicz-Betz, 2016-11-23 The distinctive point of the book is its innovative interdisciplinary approach to business communication with interconnections between linguistics sociology and critical organisational studies as applied to the corporate world It offers a first hand insight into primary business discourse with a deeper understanding and analysis of business processes and mechanisms underlying and reflected in enterprise software mediated communication It answers the question what doing business in the digital age is about and illustrates business discourse from practitioners point of view Grounded in the analysis of empirical data pertaining both to internal and external business communication the author reflects on the reality of accelerated and pressurised communication in global IT corporations Following a communication centred approach this monograph puts the topic of enterprise software mediated business discourse into a multi layered perspective of how global corporations operate what their primary goals are and what kind of political power they execute Moreover it demonstrates how profit driven corporations can be viewed and interpreted as strategically acting systems within a specific sociological framework

Role of Language and Corporate Communication in Greater China Patrick P.K. Ng, Cindy S.B. Ngai, 2015-05-14 This book features not only the latest trends but also academic and industry practitioner stakeholders perspectives on language and functional role issues facing the rapidly developing corporate communication CC profession in the Greater China region The book also explores the implications for Western societies that cross culturally engage with Chinese partners in CC practices The book s chapters are oriented on five main themes namely Development of the CC Profession Bilingual Practices in Corporate Communication Corporate Social Responsibility Employee Communications and Media Discourse Persuasive Communication The first two cluster themes feature a review of the PR CC profession s evolutionary path to its current status as a more distinct and diversified CC profession emphasizing the role of language and particularly the bilingualism phenomenon whereas the other cluster themes which adopt the perspectives of academics and those of CC practitioners span from cross cultural profession wide and bilingual communication issues to applications of heuristic knowledge within industry specific workplace contexts

The Routledge Handbook of Language and Professional Communication Vijay Bhatia, Stephen Bremner, 2014-02-24 The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field The four main sections of the Handbook cover Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book incorporates not only an historical view of the field but also looks to possible future developments Contributions from international scholars and practitioners focusing on specific issues explore the major approaches to professional communication and bring into focus recent research This is the first handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional

communication Corporate Responsibility Paul A Argenti,2015-07-01 This is the cutting edge textbook on a managerial approach to corporate responsibility Students and executives will benefit a great deal by studying the cases and best practices that are here It s a terrific book Ed Freeman Elis and Signe Olsson Professor of Business Administration Darden School of Business University of Virginia Corporate Responsibility offers a concise and comprehensive introduction to the functional area of corporate responsibility Readers will learn how corporate responsibility is good for business and how leaders balance their organization s needs with responsibilities to key constituencies in society Author Paul A Argenti engages students with new and compelling cases by focusing on the social reputational or environmental consequences of corporate activities Students will learn how to make difficult choices promote responsible behavior within their organizations and understand the role personal values play in developing effective leadership skills *QFINANCE* Bloomsbury Publishing,2014-11-20 *QFINANCE* The Ultimate Resource 5th edition is the first step reference for the finance professional or student of finance Its coverage and author quality reflect a fine blend of practitioner and academic expertise whilst providing the reader with a thorough education in the may facets of finance **Management Communication** James S. O'Rourke,2019-04-18 This textbook introduces students to the strategic communication methods that are crucial to master in order to develop into effective and ethical managers at all levels of business Effective communication skills are necessary for success in the business world and O Rourke has written a highly readable book filled with anecdotes and examples to engage students in the learning process This edition includes several classic and new features The strategic approach is integrated throughout the book allowing students to understand how a communicated message impacts the business as a whole Case studies throughout the book provide students with hands on experience of scenarios they will encounter in the real world The book includes at least three dozen fresh classroom tested cases An ethical thread is woven through the text demonstrating how ethical decision making can be applied in all aspects of communication Separate chapters on technology including social media intercultural communication nonverbal communication and conflict management provide students with the skills to building relationships and influencing stakeholders key skills for any manager A companion website includes comprehensive support material to teach this class making Management Communication a complete resource for students and instructors

Handbook of Research on Examining Cultural Policies Through Digital Communication Önay Dogan, Betül,Gül Ünlü, Derya,2018-11-09 Culture is one of the most important elements for explaining individuals behaviors within the social structure It meets the various social needs of members of a society by directing how individuals must react to various events and how to act in specific circumstances A planned and systematic process is required for disseminating this cultural accumulation as a policy which is produced collectively by all members within their everyday life practices The Handbook of Research on Examining Cultural Policies Through Digital Communication provides emerging research on this aspect of cultural policy which is formed within the framework of this systematic process in a strategic manner and can be defined as

various activities of the state intended for art human sciences and cultural inheritance Creating such cultural policies involves the establishment of measures and organizations required for the development of each individual providing economic and social facilities all of which are actions intended for directing society Featuring coverage on a broad range of topics such as long distance education digital citizenship and public diplomacy this book is ideally designed for academicians researchers advanced level students sociologists international and national organizations and government officials *Public Trust in Business* Jared D. Harris,Brian Moriarty,Andrew C. Wicks,2014-07-03 Provides much needed thinking on the topic of public trust in business blending current academic research with conclusions for future practice QFINANCE: The Ultimate Resource, 4th edition Bloomsbury Publishing,2013-09-26 QFINANCE The Ultimate Resource 4th edition offers both practical and thought provoking articles for the finance practitioner written by leading experts from the markets and academia The coverage is expansive and in depth with key themes which include balance sheets and cash flow regulation investment governance reputation management and Islamic finance encompassed in over 250 best practice and thought leadership articles This edition will also comprise key perspectives on environmental social and governance ESG factors essential for understanding the long term sustainability of a company whether you are an investor or a corporate strategist Also included Checklists more than 250 practical guides and solutions to daily financial challenges Finance Information Sources 200 pages spanning 65 finance areas International Financial Information up to date country and industry data Management Library over 130 summaries of the most popular finance titles Finance Thinkers 50 biographies covering their work and life Quotations and Dictionary **Strategic Communication for Non-Profit Organisations** Evandro Oliveira,Ana Duarte Melo,Gisela Goncalves,2019-03-28 Communication in the public sphere as well as within organizational contexts has attracted the interest of researchers over the past century Current forms of citizen engagement and community development partly enabled through digital communication have further enhanced the visibility and relevance of non profit communication These are performed by the civil society which is the organized expression of the values and interests of society Castells 2008 in the public sphere Non profit communication feeds the public sphere as the discursive processes in a complex network of persons institutionalized associations and organizations whereas those discourses are a civilized way of disagreeing openly about essential matters of common concern Jensen 2002 Despite the relevance in the public sphere non profit communication was never properly defined within communication research The aim of the present book is to offer an overview and report on Strategic Communication for Non Profit Organisations and the Challenges and Alternative Approaches Considering the assumption that a key principle of strategic communication is the achievement of organisational goals the majority of research developed in the field has used business environments to develop theories models empirical insights and case studies Here we take a step towards new approaches centred on the concept of non profit in various dimensions and from various perspectives showing the diversity and complexity around this subject and at the same time the

need of further theoretical and empirical work that provides frameworks and also tools for further understanding of the phenomena

Research Anthology on Social Media Advertising and Building Consumer Relationships

Management Association, Information Resources, 2022-05-13 Social media has become a key tool that businesses must utilize in all areas of their practices to build relationships with their customer base and promote their products This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices In order for businesses to flourish further study on the advantages social media provides in the areas of marketing and developing consumer relationships is required The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products build relationships and maintain relevancy This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world Covering topics such as marketing human aspects of business and branding this major reference work is crucial for managers business owners entrepreneurs researchers scholars academicians practitioners instructors and students

Workplace Communication for the 21st Century

Jason S. Wrench Ph.D., 2013-01-09 Written in clear non technical language this book explains how employees and employers can maximize internal and external organizational communication for both personal benefit and to the entity as a whole Workplace Communication for the 21st Century Tools and Strategies That Impact the Bottom Line explains and simplifies what organizational communication scholars have learned presenting this knowledge so that it can be easily applied to generate tangible benefits to employees and employers as they face everyday challenges in the real world This two volume work discusses internal organizational and external organizational communication separately first explaining how communication functions within the confines of a modern organization then addressing how organizations interact with various stakeholders such as customers clients and regulatory agencies The expert contributors provide a thorough and insightful view on organizational communication and supply a range of strategies that will be useful to practitioners and academics alike

Communication and Technology Lorenzo Cantoni, James A. Danowski, 2015-08-31 The primary goal of the Communication and Technology volume 5th within the series Handbooks of Communication Science is to provide the reader with a comprehensive compilation of key scholarly literature identifying theoretical issues emerging concepts current research specialized methods and directions for future investigations The internet and web have become the backbone of many new communication technologies often transforming older communication media through digitization to make them compatible with the net Accordingly this volume focuses on internet web technologies The essays cover various infrastructure technologies ranging from different kinds of hard wired elements to a range of wireless technologies such as WiFi mobile telephony and satellite technologies Audio visual communication is discussed with reference to large format motion pictures medium sized television and video formats and the small screen mobile smartphone There is also coverage of

audio only media such as radio music and voice telephony text media in such venues as online newspapers blogs discussion forums and mobile texting and multi media technologies such as games and virtual reality

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