



Corporate Communication

Michael B. Goodman

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Corporate Communication Joep Cornelissen,2020-01-25 The Sixth Edition of Corporate Communication A Guide to Theory and Practice continues to be the market leading text in its field having been fully revised by the author to reflect new trends and developments in social media and to capture emergent topics such as CEO activism and corporate character and purpose

New to This Edition A revised chapter on comm s in the rapidly changing media landscape incorporating new technologies and social media Deeper coverage of key topics such as employee crisis and leadership communication alongside sustainability

New case studies with reflective questions to highlight the broad application of corporate communications Corporations featured include Apple Facebook Gilette Lenovo and Nestl Corporate Communication is essential reading for students studying Corporate Communication Organizational Communication Strategic Communication PR and Marketing Communications as well as a valuable resource for reflective practitioners

Corporate Communication Sandra Oliver,1997 Oliver presents an academic commentary and literature review on theoretical concepts of integrated corporate communication stressing the importance of two way communication and of developing a better understanding of the priorities of others

Corporate Communication Michael B. Goodman,1994-01-01 Communication has become more complex as businesses compete globally This book explores corporate communication as both a professional practice and as an academic discipline The essays and case studies provide numerous perspectives on topics such as diversity sexual harassment global corporate communications and communicating corporate culture These essays are meant to stimulate thought and encourage additional research

Essentials of Corporate Communication Cees B.M. Van Riel,Charles J. Fombrun,2007-08-07 This lively and engaging new book addresses a topical and important area of study Helping readers not only to understand but also to apply the most important theoretical notions on identity identification reputation and corporate branding it illustrates how communicating with a company s key audience depends upon all of the company s internal and external communication The authors leading experts in this field provide students of corporate communication with a research based tool box to be used for effective corporate communications and creating a positive reputation

Essentials of Corporate Communication features original examples and vignettes drawn from a variety of US European and Asian companies with a proven record of successful corporate communication thus offering readers best practice examples Illustrations are drawn from such global companies as Virgin IKEA INVE and Lego Presenting the most up to date content available it is a must read for all those studying and working in this field

Ebook: Corporate Communication Paul A Argenti,2014-10-16 Corporate Communication 6th Edition shows readers the importance of creating a coordinated corporate communication system and describes how organizations benefit from important strategies and tools to stay ahead of the competition Throughout the book cases and examples of company situations relate to the chapter material These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems

Managing Corporate Communication Rossella Gambetti, Stephen Quigley, 2017-09-16 Corporate communication is an increasingly powerful strategic tool for connecting with a company's stakeholders. This book features contributions from leading international academics combining a strong theoretical grounding and the latest research with a practical managerial focus. Ideal for students and practitioners of corporate communications

Corporate Communications for Executives Michael B. Goodman, 1998-01-01 Communication becomes more complex as businesses compete in a global environment. The complexity brought on by an explosion in the number of tools for communication computers digital media interactive corporate television faxes e-mail the Internet fuels the need for a corporation to consider its communications as central to its strategic plans. Corporate Communications for Executives looks closely at the professional practice of corporate communication. It offers numerous perspectives on ethics science and society employee motivation corporate social responsibility internal communication global corporate communications and communicating corporate cultures

Principles of Corporate Communication C. B. M. van Riel, 1995 This work provides up to date scientifically based models to analyze corporate image and corporate identity plus techniques to improve the effectiveness of corporate communication programmes planning and implementation. The book features a cross functional perspective integrating theory from the public relations tradition and marketing communications and focuses on the interdependent relations between corporate strategy corporate identity and corporate image. This work is intended for use on MBA and Masters level corporate communications courses and also for public relations marketing communications and advertising courses

Corporate Communication Paul A. Argenti, 1994 A comprehensive account of corporate communications including both text and cases. Information new to this edition covers corporate philanthropy government affairs and community relations. There is increased emphasis on communication strategy and four new business cases are included

Integrating Corporate Communications James L. Horton, 1995-09-30 Seldom does a work on corporate communications take such a radical economic approach to the topic. Horton integrates corporate communications cost effectively into all business activity and presents a new way to look at corporate communications as a force behind all business disciplines. He describes and reviews external and internal communication examines human behavior in communicating reviews corporate communication structure and analyzes messages and media and shows how to get started toward cost effective corporate communication. In 11 chapters the book presents a look at corporate communications based on economic principles. Separate chapters examine the business environment and communication corporate communication and strategy and reputation corporate communication and the individual corporate communication and messages corporate communication and media corporate communication and measurement and corporate communication and business structure. A major resource for senior managers strategists and other communications specialists

Corporate Communications Joep Cornelissen, 2004 Corporate Communications provides the most up to date treatment of the subject including the criticality of the function strategies and

activities involved and how it can be organized and managed properly

Corporate Communication Otto Lerbinger, 2018-10-16 Provides an international and management perspective on the field of corporate communication

Corporate communication plays an important role in higher level management to help build and preserve a company's reputation. This intangible yet valuable asset determines the net worth of a company and affects the success of its operations.

Corporate Communication: An International and Management Perspective introduces readers to the broad environment of the modern extended organization and provides an understanding of the globalization process. It describes how economic, political and cultural features of a country affect company decisions and communication and discusses various communication disciplines and practices that are employed in programs and campaigns. This book addresses the key management issues of sustainability and technology and innovation. It also emphasizes the importance of why corporate communication must be seen as a management function and not restricted to a communication process. Presented in five parts, Corporate Communication offers comprehensive chapters covering The Domain of Corporate Communication, Strategic Application of Communication Practices, International Perspective, Key Management Issues of Sustainability and Technology, and Corporate Communication Contribution to Management. The foundation of Corporate Communication is public relations but also included is the entire range of communication practices and the contribution to management decision making.

Conceptualizes corporate communication as a strategic management function which helps management recognize, adjust to, and construct policy related to global issues. Emphasizes the critical role that corporate communication plays in making corporate decisions and behaviors more socially responsible and sustainable. Demonstrates how corporate communication draws on public affairs, marketing and social media in its strategic planning. Emphasizes the critical importance of relationships to corporations and their effect on reputation. Provides numerous examples of cases of global problems and how corporations have responded to them. Corporate Communication is intended for upper level undergraduate and graduate students in schools of communication and schools of business and management who want to extend their competence to the global arena and to combine the various communication practices to design strategic programs and campaigns. Course titles include corporate communication, international public relations, corporate public affairs, global marketing communication, global corporate communication and social media.

CORPORATE COMMUNICATION Dr. Sapna. M.S, 2020-12-19 The book is a collection of articles by Academicians and Professionals on various facets of corporate communication. The author has attempted to cover the recent trends and features in the corporate world. This book can be used as a reference for the Under Graduate and Post Graduate students of Journalism and Communication and Management. This Book can be used as text book for students who want to specialize in Corporate Communication and who wants to understand the subject better from the professional perspectives.

Raising the Corporate Umbrella Philip J. Kitchen, Don E. Schultz, 2001-09-04

Corporate communications are now hugely important in the success of companies and organisations. Using cases and

examples from companies such as The Body Shop Texaco Johnson Johnson BP Oil British Airways the authors introduce the framework necessary to analyse corporate communications strategies and provide clear practical guidelines for successful implementation A must for anyone involved in corporate communications public relations or public affairs especially those working in multi national or global organisations

Corporate Communication Paul Argenti,2008-12-09

Corporate Communication by Paul A Argenti shows readers the importance of creating a coordinated corporate communication system and describes how organizations benefit from important strategies and tools to stay ahead of the competition Throughout the book cases and examples of company situations relate to the chapter material These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems

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Communications Lars Thoeger Christensen,Mette Morsing,George Cheney,2008-02-28 The field of corporate communications describes the practices organizations use to communicate as coherent corporate bodies Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes The authors pose important questions such as Where does the central idea of corporate communications come from What are the underlying assumptions of most corporate communications practices What are the organizational and ethical challenges of attempting truly corporate communication Clearly written with international vignettes and executive briefings this book shows that in a complex world the management of communication needs to embrace multiple opinions and voices Rewarding readers with a deeper understanding of corporate communications the text will be a must read for advanced undergraduates graduate students and scholars in the arenas of corporate communications organizational communication employee relations marketing public relations and corporate identity management

Practitioners in these areas will be provoked to re examine their assumptions and habits

The Handbook of

Communication and Corporate Reputation Craig E. Carroll,2015-04-10 With the latest insights from the world of

communication studies into the nature of corporate reputation this new addition to Wiley Blackwell s series of handbooks on communication and media reflects the growing visibility of large businesses ethical profiles and tracks the benefits that positive public attitudes can bring Serves as the definitive research collection for a fast growing field featuring contributions by key international scholars Brings together state of the art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

The Theory and Practice of Corporate Communication Alan T. Belasen,2008 Corporate communication is a dynamic interplay of complementary and often competing orientations This book offers a coherent integrative approach by examining the topic and tasks from the framework of the competing values perspective

Corporate Communication Michael B.

Goodman,2012-01-18 The chief communication officer at a Fortune 500 multi national corporation today faces the challenges of a rapidly changing global economy a revolution in communication channels fueled by the Internet and a substantially

transformed understanding of what a 21st century corporation stands for. This book investigates these forces and the specific communication challenges that they pose for the global corporation. Examining these forces and how they are interrelated should offer insights and strategies for students of the corporate communication discipline and business leaders to help them deploy effective communication as a strategic business asset in the contemporary global economy. This book focuses on the process of communication in a corporate context and explores, analyzes, integrates and applies the theory, practice and functions of corporate communication. The combination of a theoretical framework for understanding how these forces influence corporate communication with practical guidelines for effective communication within this framework will also be of value to practitioners as well as students of the communication discipline. Designed for the professional whose position requires the creation and management of an organization's communications, this book applies strategic approaches to tactical written and oral communication and includes a particular emphasis on problem solving and analytical techniques appropriate to global corporate environments. Essential to effective communication in corporate and organizational environments is the ability to understand and apply the concepts of corporate communication as strategic management functions.

Strategic Corporate Communications: A Global Approach for Doing Business in the New India Paul A. Argenti, 2008-08-26

As a new industrial superpower India is changing the way business is being conducted around the globe. This creates a complex challenge for communication directors, HR executives and marketing departments, the solution of which can put your company ahead of all the others to thrive in this fertile new market. Put simply, writes Paul Argenti, one of the foremost experts on corporate communications, today companies must now find ways to communicate with constituencies they were able to ignore fifty years ago. Strategic Corporation Communication provides a practical and precise game plan for effectively conveying your company's message to both employees based in India and to your Indian customers. In it Argenti provides key background information on why and how India's influence is changing corporate communications, explaining initiatives that help you organize communication efforts within the company and with the general public. Use advertising designed to attract investors and influence opinion. Work effectively with the Indian media, which operates differently from outlets in the West. Build a framework dedicated to handling investor relations. Gain a deep understanding of government's role in India and work with it accordingly. Many key functions of a business, from human resources issues to corporate branding, falls into the realm of corporate communications. In this ever changing and increasingly global business landscape, developing a centralized communications system designed for specific needs is essential for success. Strategic Corporate Communication provides the knowledge you'll need to ensure your company leads the way in the exciting new economy of India.

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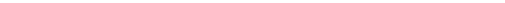
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