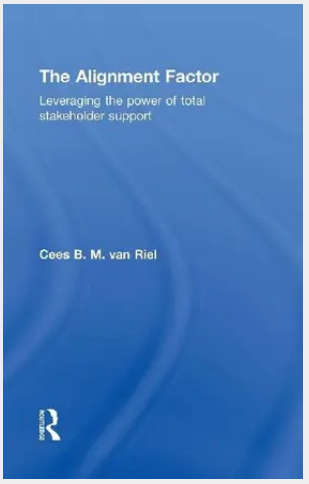
Van Riel

The Alignment Factor

Leveraging the Power of Total Stakeholder Support



The importance of creating a favourable impression is hard to overstate in all walks of life - in business it's vital to achieve strategic goals. Customers, journalists, bloggers, investors, governments and other groups are all important stakeholders in an organizations performance and in persuasively communicating a company's ethical and socially responsible behaviour, these groups can be kept onside. Supported throughout by lively examples, this book contains guidance for implementing strategies that engage stakeholders - highlighting those organizations which employ communication professionals as key performers. Van Riel reveals how a dominant logic develops among executives, which influences styles and techniques of trust-building communication. The practical insights demonstrated via cases including Google, Unilever and Barclays make this book useful reading for MBA and other graduate classes across areas such as public relations and reputation management as well as thinking managers across the globe.

The importance of creating a favourable impression is vitally important for businesses, if they are to achieve strategic goals. Using cases from companies such as Google, Unilever and Barclays, Van Riel provides practical insights on how to implement communication techniques which will build a corporate strategy and an image of trust for an organization. This book will also help communication individuals to identify and understand external forces which can have an impact on company operations, making it useful reading for students of public relations and reputation management.

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