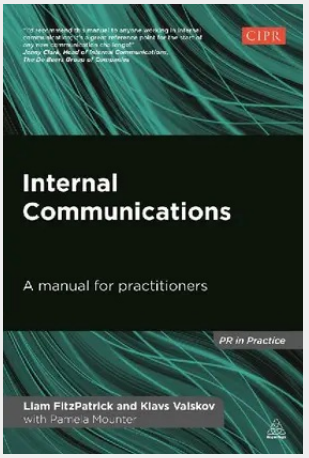
FitzPatrick / Valskov

Internal Communications

A Manual for Practitioners



48,10 €
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Lieferfrist: bis zu 10 Tage

Get internal communications right in your organization and the benefits are clear: motivated staff, better financial performance, a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters. Internal Communications explores what good practice in internal communications looks like, providing a no-nonsense, step-by-step approach to devising an internal communications strategy. Written by experts with extensive experience as consultants and in-house leaders in the private, public and not-for-profit sectors, **Internal Communications** covers how to build an internal communications team and plan; devise messages and decide which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization. Supported by easy to follow models, example explanations of the core theory, and case studies, it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization. The book is also supported by online resources, including slides for lecturers.

Bad company communication can result in high staff turnover, poor results and low morale. Internal Communications draws on examples of best practice in the private, public and non-profit sectors, with case studies of high profile international organizations. The book defines and explains internal communications (IC), providing practical, ready to implement guidance on planning and organizing the IC function and IC teams; understanding audiences; deciding and developing messages; channels, outcomes and approaches; line managers and leadership; evaluating and reporting; advising leaders; and change and transitions. The advice in the book is accompanied by downloadable templates for communications in a variety of special situations -- from crises to mergers to business strategies and rebranding. Covering all the core concepts and models, skills and processes, Internal Communications offers a refreshingly practical introduction for students and practitioners alike.

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