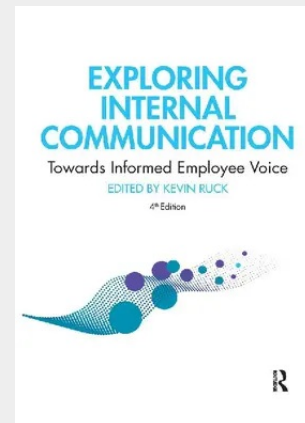


Exploring Internal Communication

Towards Informed Employee Voice

Exploring Internal Communication has long been the go-to publication for internal communication, public relations and human resources practitioners who want their practice to be grounded in research and guided by evidence-based advice. The new fourth edition has been comprehensively updated throughout to reflect the latest thinking in internal communication. Notably, the use of social media within organisations is explored in depth in recognition of the increasing integration of digital platforms. A greater understanding of the different communication roles played by line managers and senior managers is emerging, and this is reviewed to help managers understand what is expected of them and how to succeed as they communicate with employees. And the demands of channel management are becoming increasingly complex; this edition helps practitioners negotiate this challenge. Enriched with models, tips and case studies, this book is an indispensable tool for both students and practitioners alike.

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