

Corporate Communication

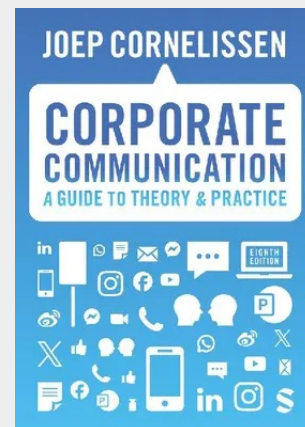
A Guide to Theory and Practice

This popular textbook continues to be the authoritative and definitive resource for students and educators. Its balance of theory and practice is ideal for student learning, with a grounding in academic literature and research brought to life through case studies of well-known organizations. The new edition has been updated with new content on developments in digital communications and new media, sustainability, and new case studies Starbucks, Amazon, Microsoft and British Airways. This textbook is essential reading for courses including corporate communication, organizational communication, management communication, strategic communication and public relations. Joep Cornelissen is Professor of Corporate Communication and Management at Rotterdam School of Management, Erasmus University.

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