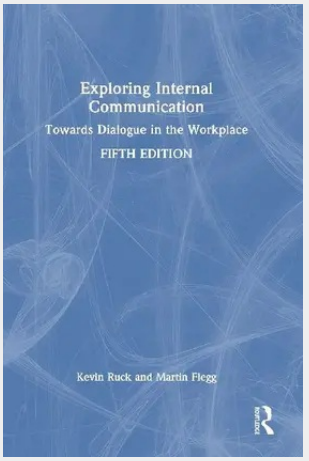
Ruck / Flegg

Exploring Internal Communication

Towards Dialogue in the Workplace



Long established as the go-to book for internal communication practitioners, this fifth edition of Exploring Internal Communication has been completely updated to reflect changes in the field, including developments in the expanding use of technology in internal communication practice, hybrid working and the greater emphasis on inclusive workplaces. The book takes readers from applied theory and principles through to practical steps, such as employee segmentation and content and channel management, culminating in effective planning and professional practice. It emphasises the strategic importance of internal communication for organisations and broadly ‘what’ it can be used for – making the point that not all organisations are the same or have the same attitudes towards, and expectations of, internal communication. With updated and new chapters, the book looks at the evolving organisation and employee relationship in the light of developments in environmental, social and corporate governance (ESG), ethical internal communication, leadership listening and the expanding role of artificial intelligence (AI) and digital communication. Enriched with models and authors' tips, this book is an indispensable tool for internal communication practitioners, HR managers and organisational leaders who are interested in developing a more strategic approach to practice. It is also a valuable text for practitioners studying for a professional communication qualification.

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