

Innovative Internal Communication

How creativity, curiosity and technology can create lasting impact

Embrace innovation and creativity to take your internal communications beyond conventional methods and create lasting impact in your organization. Internal communication is critical for business success, as is innovation. Technological advancements and changing employee expectations are reshaping the workplace, meaning traditional communication methods are no longer sufficient. This book explains how adopting an innovation mindset and placing employees at the forefront can revolutionize your internal communication, enhance employee engagement and ultimately contribute to the achievement of organizational goals. Covering the different obstacles practitioners may face, this book provides practical ways to overcome every challenge in order to free up space for innovation and experimentation in your work. From maximizing impact through psychology and behavioural science, to how to best balance the technology that is available with the human touch, this book takes your communications beyond the basics of best practice and onto the next level of effective communication. In this hands-on book, learn how you can drive change in your organization and encourage a culture of continuous learning and improvement, ensuring that your internal communications can continue to adapt to meet evolving employee expectations.

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44,00 €

44,00 € (zzgl. MwSt.)

sofort versandfertig, Lieferzeit: 1-3 Werktage

Artikelnummer: 9781398616448

Medium: Buch

ISBN: 978-1-3986-1644-8

Verlag: Kogan Page

Erscheinungstermin: 03.08.2024

Sprache(n): Englisch

Auflage: 1. Auflage 2024

Produktform: Kartoniert

Gewicht: 409 g

Seiten: 264

Format (B x H): 232 x 155 mm

