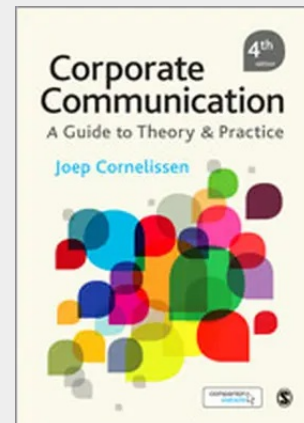


Corporate Communication

A Guide to Theory and Practice

Written specifically for students interested in knowing more about the organizational and management context of communications, and to get more hands-on learning, practical experience and skills to help them get off to a flying start in their career, this book is a guide to corporate communication that will help students and practitioners navigate the area, understand the main theories and put these into practice through examples and case studies. Academically grounded, it covers the key concepts, principles and models within corporate communication by bringing together academic knowledge and insights from the subject areas of management and communication. At the same time, it combines this academic base with a clear practical outlook – practical cases illustrate the theory and each chapter also focuses on models and exercises that equip students with practical expertise and skills. The international scope of the book, featuring cases from around the globe has been instrumental in its success and has now been used by nearly 20,000 students across over 50 different countries from New York to Helsinki, Tokyo to Rio de Janeiro for students studying Corporate Communication, Organizational Communication, PR and Marketing Communications and as an invaluable source for reflective practitioners. The new fourth edition has been revised and updated with new cases and covers developments in areas such as reputation management, leadership communication and CSR communication. It features: - A new chapter on social media and increased coverage of new media in existing chapters - New up-to-date material on emerging CSR standards, transnational governance and corporate citizenship - Extended focus on media relations, internal communications and leadership and change communication - New full-length and shorter international case studies - Enhanced companion website material including new case studies and video material



Auf Anfrage

Nicht mehr lieferbar

Artikelnummer: 9781446274941

Medium: Buch

ISBN: 978-1-4462-7494-1

Verlag: SAGE Publications

Erscheinungstermin: 20.03.2014

Sprache(n): Englisch

Auflage: 4. Auflage 2014

Produktform: Gebunden

Gewicht: 698 g

Seiten: 320

Format (B x H): 170 x 242 mm

