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# Mastering CommTech

Unlocking the Potential of Digital Transformation in Corporate Communications

This edited collection by over 30 industry experts and scholars explores how communication departments can digitize processes to continue contributing to their companies' success. It deals with key questions such as the necessity of digitalizing corporate communication, optimal data for success, KPI reporting solutions, and the role of data storytelling and artificial intelligence. Additionally, it covers future-relevant roles and skills, essential tools and trends, and crucial aspects of upcoming technologies that promise to change the world of corporate communications. A must-read for practitioners at all levels, this book serves as a reference for keen MBA graduates and journalists who are keen to explore corporate communications as a future career option.

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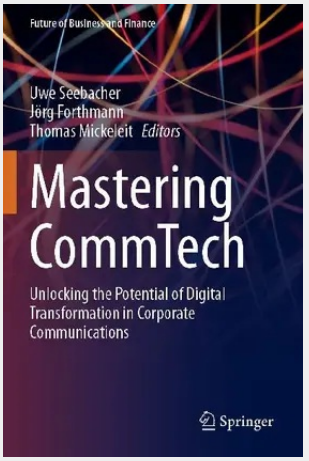


**90,94 €**
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*Lieferfrist: bis zu 10 Tage*

**Artikelnummer:** 9783031903045
**Medium:** Buch
**ISBN:** 978-3-031-90304-5
**Verlag:** Palgrave Macmillan
**Erscheinungstermin:** 30.07.2026
**Sprache(n):** Englisch
**Auflage:** Erscheinungsjahr 2026
**Serie:** Future of Business and Finance
**Produktform:** Kartoniert
**Gewicht:** 820 g
**Seiten:** 535
**Format (B x H):** 155 x 235 mm



**Kundenservice Verlag Dr. Otto Schmidt KG**
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)