

Chief Communications Officers at Work

Trusted Advisors That Build, Influence, and Protect Organizational Reputations

In a world of fake news, organizations increasingly need to better manage their reputation and build trust. Those that do so successfully benefit from more engaged stakeholders, whether that's loyal customers, satisfied employees or informed shareholders. This book will help C-level executives, and especially the CEO, understand the criticality of the communications function, how it underpins a successful business strategy and why it needs to be a vital component of organizational planning, not an afterthought.

Featuring interviews with 23 top Chief Communications Officers, the stories in this book provide clarity and insight into their paths to success as well as strategies for ensuring their work contributes to business performance and the bottom line. It will provide a compass for driven communications professionals interested in progressing in their communications career and ideas for senior communications executives who want to build, influence and protect their company's reputation in an ever-increasingly volatile world.

It's well documented that a poorly managed crisis can quickly wipe out a company's reputation, customer relationships, and negatively impact sales. Less known and documented is the positive impact that well-planned communication strategies can have on customers, employees, and other stakeholders. Today, a strategic communication plan can proactively navigate a wide variety of target audiences, taking a holistic view of how an organization is regarded and positioned in the marketplace. With an increasing number of communications professionals now being promoted to the C-suite level, will help everyone understand what it takes to successfully manage an organization's reputation at the highest level.

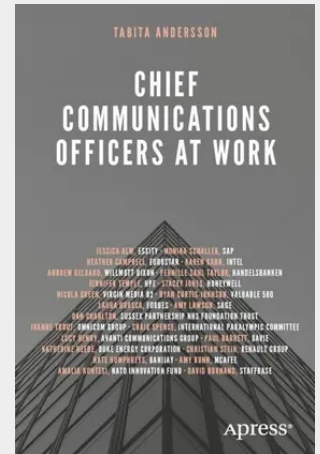
What You Will Learn

- How CCOs collaborate with their C-level counterparts and what the interlocks are between roles and functions
- How CCOs adapt to changes and find a way to manage crisis situations calmly and confidently
- How CCOs rely on data to inform decisions and demonstrate success

Who This Book Is For

Current and aspiring Chief Communications Officers, C-level executives, and CEOs who want to understand the CCO role and function

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