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applications to illustrate the broader, strategic view of the field of corporate communication.

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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

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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.

Corporate Communication: A Guide to Theory and Practice ...

ISBN 1473953707 (Corporate Communication: A Guide to Theory and Practice, 5th ed., ****1/2) is a slightly expanded and updated edition of the already very successful textbook offering a quality insight into corporate and strategic communication methods and research.

Corporate Communication: A Guide to Theory and Practice ...

Alison suggests using internal communications best practices to align your employees with customers. Create "profiles of typical

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customers, complete with photos, demographics, likes, and dislikes—including what TV shows they watch (Walking Dead or Downton Abbey?) and snacks they prefer (edamame or beef jerky?).

Internal Communications: 2020 Tools and Best Practices

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Corporate Communication: Theory and Practice - Google Books

Corporate internal communication - communication from the company's head and/or board members to all employees It is a vertical communication conducted by the key people in the company (management board members), usually with the support of an internal communication specialist, directed to all employees.

Internal communication in theory and practice

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leading text has been updated and expanded with contemporary case...

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