

Essentials of CORPORATE COMMUNICATIONS



Cees B. M. van Riel and Charles J. Fombrun

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C. B. M. van Riel, Charles J. Fombrun



Essentials Of Corporate Communication:

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The Essentials of Corporate Communications and Public Relations Harvard Business School Press, Society for Human Resource Management (U.S.), 2006 When it comes to communicating corporate information the skills of the messenger can make or break a company s reputation Containing practices principles and case studies this guide helps HR professionals hone their skills at delivering information managing crises responding to queries and more

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corporate communication thus offering readers best practice examples Illustrations are drawn from such global companies as Virgin IKEA INVE and Lego Presenting the most up to date content available it is a must read for all those studying and working in this field Introduction to Corporate Communication Charu Lata Singh,Mona Gupta,2021-12-30 This book examines the evolution of corporate communication in the recent past in the context of the rapidly changing contemporary business environment in India Using several case studies it illustrates the growing need for small and large businesses to recognize and form a direct connection with their stakeholders and further explains the effective ways through which specific business requirements are realized by communication managers The book explores the greater dependency and function of multiple media strategies and their challenges It also offers various theoretical and practical insights into the successful integration of diverse communication and marketing strategies like employee communication investor relations corporate social responsibility and philanthropy branding crisis management and corporate ethics and governance among others Lucid and comprehensive this book will be an essential read for students and scholars of corporate communications business management media and communication studies public relations and marketing as well as communication and marketing practitioners *Corporate Communications. Purpose and Audit Plans* Jade Shalala,2020-08-31 Academic Paper from the year 2019 in the subject Business economics Corporate communication grade 70 language English abstract This paper covers all the essential basics of corporate communications including the relationship between corporate communications and corporate branding the evaluation of communication channels and a stakeholder analysis The purpose of corporate communications is to allow a company or organisation to communicate both profitably and effectively A company depends largely on its relations with its stakeholders clients community employees suppliers etc in order to realize its objectives Corporate communications is used to motivate and inform employees and stakeholders and is a tool used to persuade and lead customers It is there to provide public information be a press agency and create two ways asymmetric to enhance the understanding of stakeholders Corporate communications is used as a tool for Public Relations as it involves constructing relations with consumers and responding to their inquiries The company s website email and social media presence allows customers to engage and the company can thus monitor and respond to stakeholder interactions All of these two way interactions must be done timeously in order to be effective and to reinforce the public image created by the company It is used to create channels between the different authority levels of a corporation which is essential for the success and growth of a business top managers need to be aware of every aspect of their company and lower staff are going to work harder if they feel their ideas and grievances are being heard Depending on how well a company communicates its vision and strategy with its resource holders determines the success of its efforts to influence context and reputation about the company and how it functions Therefore corporate communications is a key tool in allowing effective and timely distribution of information between the different staff levels of the company the general public and stakeholders COMMERCIAL OPERATIONS

MANAGEMENT: Process and Technology to Support Commercial Activities RAVINDAR TOMAR,2009-12 Not every organisation today has a functional department called operations but they will all undertake operations activities because every organisation produces goods and or delivers services Commercial operations management has made a significant contribution to society by playing a role in areas such as increasing productivity providing better quality goods and services and improving working conditions Productivity has been increased through such measures as the use of technology and new production methods This book describes all these important aspects of commercial operations management

Essentials of Business Communication Noah Thompson,2021-11-16 Business communication is the exchange of information aimed at promoting an organization s goals objectives aims and activities It focuses on increasing the profits within the company This discipline encompasses a diverse range of topics A few of them are marketing brand management customer relations consumer behavior advertising public relations corporate communication community engagement reputation management interpersonal communication etc It is also very closely related to the domains of professional communication and technical communication Effective business communication involves the interaction of employees and the management to fulfill organizational objectives Its key focus is on improving organizational practices eliminating silos keeping employees informed and reducing errors This book is compiled in such a manner that it will provide in depth knowledge about the theory and practice of business communication The book is appropriate for students seeking detailed information in this area as well as for experts It aims to serve as a resource guide for students and experts alike and contribute to the growth of the discipline

Handbook on Digital Corporate Communication Vilma Luoma-aho,Mark Badham,2023-05-09 This comprehensive Handbook offers an extensive overview of current knowledge of corporate communication from a digital perspective It provides a state of the art view of the ubiquitous impact both positive and negative of digital technologies and digitalisation processes on corporate communication

Understanding Corporate Communications Dmytro Oltarzhevskyi,Yevgen Zagorulko,2025-03-05 With the aim to synthesise and simplify the core concepts of corporate communications this book offers a clear look at the history of the discipline and profession with attention to essential principles for practice This book focuses on corporate communications as the art and craft of managing a company s behaviour and effective communication in society It examines corporate communications theoretical and applied aspects featuring reference to global research reputational cases and practical models The book s main goal is to make explicit well known global theories and the practical experiences of corporate communications professionals in an easily visualised style accessible to a wide readership This book is suited to undergraduate and introductory executive education courses in corporate communications and as a reference and guide for early career communications professionals

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