

Principles of Business Communication

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Principles Of Corporate Communication

Jaishri Jethwaney



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Corporate Communication Sandra Oliver, 1997 Oliver presents an academic commentary and literature review on theoretical concepts of integrated corporate communication stressing the importance of two way communication and of developing a better understanding of the priorities of others

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Corporate Communication Jaishri Jethwaney, 2024-02-13 Corporate Communication Concepts and Practice a comprehensive and engaging textbook helps in understanding the underlying concepts and real life strategies of communication in modern day corporate set ups One of the youngest management disciplines corporate communication is used by companies to position themselves to the outside world in a highly competitive business environment and to build a sense of being on the one hand and creating a feeling of pride in being associated with the company for various stakeholders especially the employees and investors Some of the functions of corporate communication include identifying and segmenting stakeholders articulating brand positioning selecting appropriate channels of internal and external communication and managing crises conflicts and reputations among others This revised edition offers a fresh perspective into all basic and critical aspects of corporate communication and incorporates the latest changes in governmental policies and industry trends to aid students adapt to the contemporary business environment and become industry ready This book will be of great interest to students and researchers working in the areas of corporate communication organizational communication journalism mass communication communication studies public relations and human resource management

Principles and Practices of Management and Business Communication Anupam Karmakar, *Corporate Communication* Jaishri Jethwaney, 2019-01-17 A comprehensive and engaging textbook that helps in understanding the underlying concepts and real life strategies of communication in modern day corporate set ups A non exhaustive list of the functions of corporate communication involves identifying and segmenting stakeholders promoting brand positioning selecting appropriate channels of internal and external communication and managing crisis and reputation among others This second revised edition of Corporate Communications Principles and Practice a well accepted textbook designed for the students of mass communication public relations and journalism offers a fresh perspective into all basic and critical aspects of corporate communication It incorporates the latest changes in governmental policies and industry trends in the country to aid students

relate to the contemporary environment and become industry ready Key Features Incorporates the changes brought about by Companies Act 2013 CSR practices tax reforms by Government of India GST in place of multiple indirect tax structure and others Includes citations from Encyclopedia on Corporate Reputation for global perspectives on issues New global and Indian case studies with points for discussion and analytical inputs Fundamentals of Corporate Communications Richard Dolphin, David Reed, 2009-11-03 The Fundamentals of Corporate Communications gives professionals and students in marketing a comprehensive and incisive overview of what modern corporate communications is and what it can achieve The author has drawn on extensive business experience in the area and wide ranging research in major corporations to produce an authoritative account of best practice backed by numerous cases and examples The book demonstrates how corporate communications affects today's marketing mix and explains how it can support wider marketing objectives The key elements are covered in depth Who are the key audiences in the present business climate The role of Corporate Image and Identity in the communications process How communications informs and affects corporate strategy development What are the tools of modern communications from lobbying to brand building Using communications in a crisis Who should be communicator and why The book is both highly practical it is grounded in real business issues and rigorous in covering the concepts accessibly It will be an essential text and reference for practitioners and students of marketing **Understanding Corporate**

Communications Dmytro Oltarzhevskiy, 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

Corporate Communication Michael B. Goodman, 1994-01-01 Communication has become more complex as businesses compete globally This book explores corporate communication as both a professional practice and as an academic discipline The essays and case studies provide numerous perspectives on topics such as diversity sexual harassment global corporate communications and communicating corporate culture These essays are meant to stimulate thought and encourage additional research *Corporate Communications* Joep Cornelissen, 2004 Corporate Communications provides the most up to date treatment of the subject including the criticality of the function strategies and activities involved and how it can be organized and managed properly

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