

Principles of Corporate Communication

Cees B.M. van Riel

Principles Of Corporate Communication

Sandra Oliver

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Principles of Corporate Communication C. B. M. van Riel, 1995 This work provides up to date scientifically based models to analyze corporate image and corporate identity plus techniques to improve the effectiveness of corporate communication programmes planning and implementation The book features a cross functional perspective integrating theory from the public relations tradition and marketing communications and focuses on the interdependent relations between corporate strategy corporate identity and corporate image This work is intended for use on MBA and Masters level corporate communications courses and also for public relations marketing communications and advertising courses Principles of Corporate Communication Sandra Oliver, 1997 Oliver presents an Corporate Communication C. B. M. van Riel, 1995 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 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 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

Corporate Communication Management, 2005

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