

Handbook Of Corporate Communication And Public Relations

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This text provides an excellent overview of corporate communication, which comprehensively positions current debates. It gives the reader an in-depth analysis and synthesis of multidisciplinary and interdisciplinary approaches to corporate communication. Clear indications are given of the pertinent best practice outcomes of theoretically based applications. Academics, practitioners and students alike will gain a comprehensive coverage of corporate communication involvement in the key area of corporate strategy and business and corporate affairs. Illustrated throughout with contemporary case-studies this text highlights the importance and significance of understanding corporate communication in content and context. Past and present theories are illuminated and areas of debate are discussed and future directions are explored. It is an essential one-stop reference resource for all those studying or interested in corporate communication. Publisher: Routledge Illustration: N Language: ENG Title: Handbook of Corporate Communication and Public Relations Pages: 00000 (Encrypted PDF) On Sale: 2004-04-22 SKU-13/ISBN: 9780415334198 Category: Business & Economics : Economics - General

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