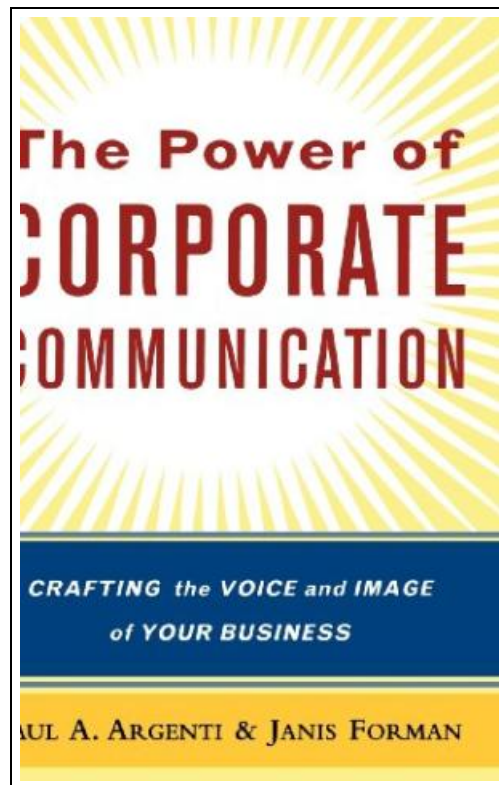


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THE POWER OF CORPORATE COMMUNICATION: CRAFTING THE VOICE AND IMAGE OF YOUR BUSINESS



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Power of Corporate Communication: Crafting the Voice and Image of Your Business, Paul A. Argenti, Janis Forman, This book provides strategies for effectively communicating with all constituencies, external and internal - and boosting corporate reputation and your bottom line. Effective corporate communication requires a carefully formulated and implemented program, one that will both craft your corporation's image and protect that image when problems arise."The Power of Corporate Communication" is today's most straight-talking guide for mastering the art - and leveraging the power - of corporate communication. Dozens of field-tested techniques provide solutions for internal and external corporate communication challenges. Insights from today's leading corporate communication experts combine with real-life examples from global corporations including Microsoft, Johnson and Johnson, and GE to examine: key components of the corporate communication function; methods to manage multiple constituencies and deliver consistent, relevant messages; crisis communication tactics, and the dangers of creating "spin" as opposed to facing problems head-on; a successful communication program is central to everything your organization accomplishes, or hopes to accomplish.Let "The Power of Corporate Communication" provide you with the tools you need to establish and maintain that program - and build a corporate communication program that provides you with a strategic advantage. 'If left unaddressed, issues of corporate communication can come back to haunt a company; when addressed, they can extend its success. Our hope is that you will use "The Power of Corporate Communication" as a field guide in building your company's reputation' - From Chapter One.Pick up a copy of today's "Wall Street Journal", and odds are that you'll find a front-page story of a troubled company grappling with a highly public crisis. Now ask yourself: could that situation have been alleviated - or even avoided completely -...



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