



Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management (Hardback)

By Cees van Riel, Cees B.M. van Riel, Charles J. Fombrun

Taylor Francis Ltd, United Kingdom, 2007. Hardback. Condition: New. Language: English . Brand New Book. This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful 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.



[READ ONLINE](#)
[8.65 MB]

Reviews

This publication is definitely not effortless to get going on reading through but really exciting to read through. it was actually writtern really properly and beneficial. I am just very easily could get a delight of reading through a created publication.

-- **Gino Jerde Jr.**

It in a of my personal favorite book. This is certainly for anyone who statte there had not been a worth studying. I found out this ebook from my i and dad advised this pdf to learn.

-- **Delphine Lebsack**