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Soggetti	Communication in management Business communication
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	KEY LEARNING OBJECTIVES; INTRODUCTION; THE STRATEGIC CONTEXT; SETTING OBJECTIVES; COMMUNICATING THE MESSAGE; CHANNELS OF COMMUNICATION; LEVERAGING THE POWER OF RICH FORMS OF COMMUNICATION; THE POWER OF THE GRAPEVINE; FRONT-LINE MANAGERS - KEY COMMUNICATORS; PULLING IT ALL TOGETHER; SUMMARY; FURTHER READING; ABOUT THE AUTHOR; ABOUT THE EDITORS; ABOUT OAK TREE PRESS
Sommario/riassunto	The core process that drives employee engagement is internal communication. The challenge for organisations is not to put in place more or better internal communications media, but to develop a communicating culture.