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Titolo	The IABC handbook of organizational communication [[electronic resource]] : a guide to internal communication, public relations, marketing, and leadership / / Tamara L. Gillis editor ; foreword by Natasha Nicholson
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Nota di contenuto	THE IABC HANDBOOK OF ORGANIZATIONAL COMMUNICATION; CONTENTS; FOREWORD; PREFACE; ABOUT THE AUTHORS; PART ONE: FOUNDATIONS OF BUSINESS COMMUNICATION; CHAPTER ONE: CHARACTERISTICS OF EXCELLENT COMMUNICATION; CHAPTER TWO: THE CORPORATE COMMUNICATOR: A Senior-Level Strategist; CHAPTER THREE: ORGANIZATIONAL CULTURE; CHAPTER FOUR: COMMUNICATION AND THE HIGH-TRUST ORGANIZATION; CHAPTER FIVE: COMMUNICATION ETHICS: Think Like a Professional: Don't Be Idealistic When Sorting Out Right from Wrong; CHAPTER SIX: CORPORATE SOCIAL RESPONSIBILITY: The Communicator's Role as Leader and Advocate CHAPTER SEVEN: CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY PART TWO: MANAGING COMMUNICATION; CHAPTER EIGHT: STRATEGIC APPROACHES TO MANAGING THE COMMUNICATIONS FUNCTION; CHAPTER NINE: STRATEGIC PLANNING: Timeless Wisdom Still Shapes Successful Communication Programs; CHAPTER TEN: ISSUES

MANAGEMENT: Linking Business and Communication Planning; CHAPTER ELEVEN: COMMUNICATING CHANGE: When Change Just Doesn't Stop: Creating Really Good Change Communication; CHAPTER TWELVE: CRISIS COMMUNICATION: Moving from Tactical Response to Proactive Crisis Preparedness

CHAPTER THIRTEEN: THE ROLE OF COMMUNICATIONS IN COMPANY BUSINESS STRATEGY CHAPTER FOURTEEN: THE IMPACT OF TECHNOLOGY ON CORPORATE COMMUNICATION; PART THREE: INTERNAL COMMUNICATION; CHAPTER FIFTEEN: INTERNAL COMMUNICATION; CHAPTER SIXTEEN: COMMUNICATING WITH A DIVERSE WORKFORCE; CHAPTER SEVENTEEN: INTEGRATING EMPLOYEE COMMUNICATIONS MEDIA; CHAPTER EIGHTEEN: INTERNAL BRANDING, EMPLOYER BRANDING; CHAPTER NINETEEN: COMMUNICATING FOR A MERGER OR AN ACQUISITION; CHAPTER TWENTY: THE CHALLENGES OF EMPLOYEE ENGAGEMENT: Throwing Rocks at the Corporate Rhinoceros

CHAPTER TWENTY-ONE: MEASURING THE EFFECTIVENESS OF INTERNAL COMMUNICATION PART FOUR: PUBLIC RELATIONS; CHAPTER TWENTY-TWO: PUBLIC RELATIONS RESEARCH AND PLANNING; CHAPTER TWENTY-THREE: MEDIA RELATIONS; CHAPTER TWENTY-FOUR: INVESTOR RELATIONS AND FINANCIAL COMMUNICATION; CHAPTER TWENTY-FIVE: GOVERNMENT RELATIONS: Connecting Communication to the Public Policy Process; CHAPTER TWENTY-SIX: REPUTATION MANAGEMENT: Building, Enhancing, and Protecting Organizational Reputation in the Information Age; CHAPTER TWENTY-SEVEN: MEASURING PUBLIC RELATIONS PROGRAMS; PART FIVE: MARKETING COMMUNICATION

CHAPTER TWENTY-EIGHT: MARKETING COMMUNICATION CHAPTER TWENTY-NINE: THE ENGAGEMENT OF BRANDS; CHAPTER THIRTY: CUSTOMER RELATIONS: Smart Organizations Think Like Their Customers; CHAPTER THIRTY-ONE: MEASURING MARKETING COMMUNICATION; INDEX

Sommario/riassunto

Praise for The IABC Handbook of Organizational Communication

""Looking to expand your professional abilities? Learn new skills? Or hone your area of expertise? This book delivers an amazing and practical study of our profession-and a guidebook for strategic communication best practices. The Handbook explores the many aspects of our profession with expert insights of the best of the best in communication.""-John Deveney, ABC, APR, president, Deveney Communication ""Chalk up a win for Team IABC. Editor Tamara Gillis has assembled a winning lineup of the best communicators to compile

2. Record Nr.	UNINA9910165119903321
Autore	Wilson Robert L
Titolo	The World of Beretta : An International Legend
Pubbl/distr/stampa	New York : , : Skyhorse Publishing Company, Incorporated, , 2015 ©2015
ISBN	9781510709300 1510709304
Edizione	[1st ed.]
Descrizione fisica	1 online resource (483 pages)
Soggetti	Firearms industry and trade Gunsmithing
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Nota di contenuto	Front Cover -- Title Page -- Copyright Page -- Dedication -- Contents -- Introduction -- Chapter I: The Beretta Heritage -- Chapter II: The Beretta Elegance -- Chapter III: Sporting Shotguns for the Field -- Chapter IV: Shotguns for Competition -- Chapter V: Military Rifles and Machine Guns -- Chapter VI: Handguns for Sport and Self-Defense -- Chapter VII: Beretta's M9: The U.S. Service Pistol Triumph -- Chapter VIII: Sporting Rifles and Big Game Hunting -- Chapter IX: Beretta Sport, the Galleries, and Subsidiaries -- Chapter X: The Beretta Family: Present and Future -- Epilogue: Current Information through Early 2000 -- Technical Data -- Appendices -- Notes -- Bibliography -- Acknowledgments -- Collection Credits -- Photography Credits.
Sommario/riassunto	Fabbrica d'Armi Pietro Beretta, S.p.A., the oldest industrial firm and the oldest gunmaker in the world, launches its 475th anniversary with the publication of this lavish history and celebration of a unique world of Beretta firearms. Beretta remains under the stewardship of its founding family and reigns as one of the few international brands symbolic of unsurpassed quality. Skyhorse Publishing is proud to publish a broad range of books for hunters and firearms enthusiasts. We publish books about shotguns, rifles, handguns, target shooting, gun collecting, self-defense, archery, ammunition, knives, gunsmithing, gun repair, and wilderness survival. We publish books on deer hunting, big game

hunting, small game hunting, wing shooting, turkey hunting, deer stands, duck blinds, bowhunting, wing shooting, hunting dogs, and more. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to publishing books on subjects that are sometimes overlooked by other publishers and to authors whose work might not otherwise find a home.
