

1. Record Nr.	UNINA9910270901803321
Titolo	The handbook of communication engagement // edited by Kim A. Johnston, Maureen Taylor
Pubbl/distr/stampa	Hoboken, NJ : , : Wiley Blackwell, , [2018]
ISBN	1-119-16752-3 1-119-16751-5 1-119-16760-4
Descrizione fisica	1 online resource (784 pages)
Collana	Handbooks in communication and media
Classificazione	BUS052000
Disciplina	658.4/5
Soggetti	Business communication Public relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"A comprehensive volume that offers the most current thinking on the practice and theory of engagement With contributions from an international panel of leaders representing diverse academic and professional fields The Handbook of Communication Engagement brings together in one volume writings on both the theory and practice of engagement in today’s organizations and societies. The expert contributors explore the philosophical, theoretical, and applied concepts of communication engagement as it pertains to building interaction and connections in a globalized, networked society. The Handbook of Communication Engagement is comprehensive in scope with case studies of engagement from various disciplines including public relations, marketing, advertising, employee relations, education, public diplomacy, and politics. The authors advance the current thinking in engagement theory, strategy, and practice and provide a review of foundational and emerging research in engagement topics. The Handbook of Communication Engagement is an important text that: Provides an overview of the foundations and philosophies of engagement Identifies the contexts of engagement relating to specific areas across government and corporations, including CSR,

consumer, activism, diplomacy, digital, and social impact. Includes examples of contemporary engagement practice. Presents applications of engagement and technology. Offers insights on the future directions of engagement. The Handbook of Communication Engagement offers an essential reference for advanced undergraduate, graduate students, practitioners and scholars from communication, media, advertising, public relations, public policy, and public diplomacy areas. The volume contains a compendium of the writings on the most recent advances on the theory and practice of engagement. "Sets out to ground and orientate the student through a broad range of specially commissioned chapters, while also providing the more experienced scholar and teacher with a convenient and comprehensive overview of the latest trends and critical directions"
