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Nota di contenuto	Cover; Contents; List of figures; Preface; Acknowledgements; Part 1 Framework and context; Part 2 Content and types of report; Part 3 Planning, design and production; References; Index
Sommario/riassunto	This book concentrates on ensuring that the 'corporate message' is communicated to stakeholders in a way that maximises the value of the annual report and outlines how this might best be achieved. It explains the importance not only of the quantitative (a