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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
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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
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TWO: PUBLIC RELATIONS RESEARCH AND PLANNING; CHAPTER
TWENTY-THREE: MEDIA RELATIONS; CHAPTER TWENTY-FOUR:
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TWENTY-FIVE: GOVERNMENT RELATIONS: Connecting Communication
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MANAGEMENT: Building, Enhancing, and Protecting Organizational
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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
