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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

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#### 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

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