

1. Record Nr.	UNINA9910459917703321
Autore	Harrison E. Bruce
Titolo	Leadership communication : how leaders communicate and how communicators lead in today's global enterprise / / E. Bruce Harrison and Judith Muhlberg
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-808-8
Edizione	[First edition.]
Descrizione fisica	1 online resource (302 p.)
Collana	Public relations collection, , 2157-3476
Disciplina	658.45
Soggetti	Business communication Leadership Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 263-275) and index.
Nota di contenuto	Part I. The new model CCO: grasping the opportunity -- 1. What's in it for you? -- 2. Leadership is communication -- 3. Leadership traits -- 4. How communicators lead in the C-suite -- 5. Influence: replacing and reasserting "control" -- Part II. The influential CCO: skills and competence -- 6. Listening: where communication begins -- 7. Culture: understanding and influencing -- 8. CEO letter: leadership's cardinal communication -- 9. Language and presentation -- 10. Limits: corporate governance -- Part III. The working CCO: leadership in context -- 11. Crisis basics: "Topic A bad news" and the CCO -- 12. Crisis communication strategies and execution -- 13. Pre-crisis intelligence: SEC risk factors -- 14. Sustainable business communication: financial, social, and civic -- 15. Continuing the trustworthy deal -- References -- Index.
Sommario/riassunto	The quality of leadership in any organization--business, social, military, and government--is enhanced or limited by the quality of its leadership communication. The authors of this book, both of whom are experienced in the practice and study of enterprise communication, assert that leadership is given force by strategic communication that produces results required in competitive conditions. For the professional in enterprise communication, this brings into focus two

questions: (1) What is the relevance of communication in the leadership process of reaching best achievable outcomes (BAOs)? and (2) How does the primary communication professional attain expert influence and success in a leadership position? This book provides insights and guidance on functioning at the highest levels of the corporate communications profession. This function by an individual identified in many companies as the chief communication officer (CCO) has risen in importance in free-enterprise economies, coincident with the evolution of social media, journalism, data analytics, government engagement, change management, and other factors shaping enterprise strategies and success. The book examines the enterprise CCO at three levels: the communicator rising toward, or newly positioned in responsibility for, enterprise communication; the CCO as a collaborator in leadership with others (chief executive and chief financial officer are examples of those with whom leadership communication is structured and driven); and the developed, influential communication chief dealing with missions, strategies, and the execution of enterprise vision. A detailed guidance is given on information flow that takes advantage of stakeholder perception management and the productive, enabled employee culture. Crisis communication in modern contexts is explained, with emphasis on precrisis intelligence gathering through social conversation analysis, and procedures for crisis communication management are drawn from cases provided by CCOs in author interviews and lectures in the authors' graduate classes at Georgetown University.

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2. Record Nr.	UNINA9910908362503321
Autore	Luo Albert C. J
Titolo	Two-dimensional Single-Variable Cubic Nonlinear Systems, Vol II : A Crossing-variable Cubic Vector Field // by Albert C. J. Luo
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
ISBN	9783031571084
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (246 pages)
Collana	Engineering Series
Disciplina	515.39
Soggetti	Dynamics Nonlinear theories Engineering mathematics Engineering - Data processing Functions of complex variables Plasma waves Applied Dynamical Systems Mathematical and Computational Engineering Applications Several Complex Variables and Analytic Spaces Dynamical Systems Waves, instabilities and nonlinear plasma dynamics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Constant and Self-Cubic Vector fields -- Self-linear and Self-cubic vector fields -- Self-quadratic and self-cubic vector fields -- Two self-cubic vector fields.
Sommario/riassunto	This book, the second of 15 related monographs, presents systematically a theory of cubic nonlinear systems with single-variable vector fields. The cubic vector fields are of crossing-variables, which are discussed as the second part. The 1-dimensional flow singularity and bifurcations are discussed in such cubic systems. The appearing and switching bifurcations of the 1-dimensional flows in such 2-dimensional cubic systems are for the first time to be presented. Third-order parabola flows are presented, and the upper and lower saddle flows are also presented. The infinite-equilibria are the switching

bifurcations for the first and third-order parabola flows, and inflection flows with the first source and sink flows, and the upper and lower-saddle flows. The appearing bifurcations in such cubic systems includes inflection flows and third-order parabola flows, upper and lower-saddle flows. Readers will learn new concepts, theory, phenomena, and analytic techniques, including Constant and crossing-cubic systems Crossing-linear and crossing-cubic systems Crossing-quadratic and crossing-cubic systems Crossing-cubic and crossing-cubic systems Appearing and switching bifurcations Third-order centers and saddles Parabola-saddles and inflection-saddles Homoclinic-orbit network with centers Appearing bifurcations Presents saddle flows plus third-order parabola flows and inflection flows as appearing flow bifurcations; Presents saddle flows plus third-order parabola flows and inflection flows as appearing flow bifurcations; Explains infinite-equilibria for the switching of the first-order sink and source flows. .

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