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Sommario/riassunto	The importance of creating a favourable impression is hard to overstate in all walks of life - in business it's vital to achieve strategic goals. Customers, journalists, bloggers, investors, governments and other groups are all important stakeholders in an organizations performance

and in persuasively communicating a company's ethical and socially responsible behaviour, these groups can be kept onside. Supported throughout by lively examples, this book contains guidance for implementing strategies that engage stakeholders - highlighting those organizations which employ communication professionals

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