

1. Record Nr.	UNINA9910461857903321
Autore	Riel C. B. M. van.
Titolo	The alignment factor : leveraging the power of total stakeholder support / / ees B.M. van Riel
Pubbl/distr/stampa	London : , : Routledge, , 2012
ISBN	1-136-44547-1 0-203-12453-7
Descrizione fisica	1 online resource (257 p.)
Disciplina	658.4/5
Soggetti	Business communication Corporations - Communication systems Corporations - Public relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""Cover ""; ""The alignment factor ""; ""Copyright""; ""Contents""; ""Illustrations""; ""Foreword""; ""Preface""; ""1. Aligning stakeholders through corporate communication ""; ""Part I: Building internal alignment ""; ""2. Gathering intelligence inside the organization ""; ""3. Developing a road map for internal alignment ""; ""4. Creating internal alignment with effective internal communication ""; ""Part II. Building external alignment ""; ""5. Gathering intelligence aimed at creating external alignment ""; ""6. A road map aimed at creating external alignment "" "" 7. Benefiting from corporate communication support in creating external alignment "" ""Part III: Key performance indicators in establishing alignment with corporate communication ""; ""8. Measuring the success of alignment efforts ""; ""Part IV: Epilogue ""; ""9. Alignment: building and maintaining total stakeholder support ""; ""Bibliography""; ""Index ""
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
