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Autore	Buchholz Ulrike
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Nota di contenuto	Introduction to communication-based management theory -- Perspectives of internal communication in the context of agile corporate management -- Task areas of corporate management and the contribution of internal communication: normative leadership, strategic controlling, organization, innovation management, diversity management, change management, network management, crisis management, compliance management -- Internal corporate communication as a profession: status and perspectives of a management function in transition -- Internal communication as corporate management: outlook on further development.
Sommario/riassunto	This book shows the connection between central task areas of agile management and strategically controlled internal communication. The authors further develop the current discussion on the management function of internal communication by placing it in the concept of communication-centered management and at the same time illustrating concepts and models using case studies. With its consistent theory-praxis reflection, the book bridges the gap between pure practitioner literature and traditional academic textbooks. It is aimed equally at managers in the fields of corporate development, law and compliance, human resources, controlling and communications management, as well as at teachers and students in these disciplines. The content Introduction to communication-based management theory

Perspectives of internal communication in the context of agile management Task areas of corporate management and the contribution of internal communication: goals and norms, strategic controlling, organization, innovation management, change management, network management, crisis management, corporate governance Internal communication as corporate management: outlook for further development The authors Prof. Dr. Ulrike Buchholz has been teaching corporate communications at Hanover University of Applied Sciences and Arts since 2001. Before that, she was head of global internal communications at Infineon Technologies AG, Munich, and worked in corporate communications at Siemens AG. Prof. Dr. Susanne Knorre is a management consultant specializing in communication and management as well as strategy and organizational development. Since 2007, she has been a part-time professor of corporate communications at Osnabrück University of Applied Sciences. This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.

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