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Titolo	New Leadership Communication—Inspire Your Horizon // edited by Nicole Pfeffermann, Monika Schaller
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ISBN	3-031-34314-X
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (430 pages)
Disciplina	658.45
Soggetti	Industrial Management School management and organization School administration Strategic planning Leadership Business Management science Organization and Leadership Business Strategy and Leadership Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	PART I: Inspiring Perspectives on Communication -- Why should leaders prioritize purpose? -- How Leaders can be better Communicators in the Virtual Era -- New Leadership – Essential Leadership Skills for Interactive Daily Business -- Essential Communication Skills for Emerging Leaders -- AI-supported Communication (Models) and the Digitalization of Communication -- Building Trust for Better Crisis Communication: Lessons for Leadership Development -- How companies succeed in creating new values through sustainable and authentic communication -- Respect, Dialogue, and Innovation: Creating New Ideas and Solutions by Committing to an Ethical Culture -- Ground Rules for Effective Leadership Communication -- Leadership and Innovation Communication – How Companies Survive, Grow and Prosper --

Strategy and communication in organizations. Acts better than words -- Effective top-management communication for consultants and other practitioners -- Digital Information Overload: how leaders can strategically use AI to prevent innovation paralysis -- New Leadership and the Communication of Social Support -- Unleashing Aspirational Capital: Sparking Innovation and Engagement Through Communication -- Ambivalences of Leadership Communication in the Digital Age -- Transcendent communication in the company: an indispensable leadership competency for sustainability -- Part II: Communicative Perspectives on Innovation, Strategy -- Modern leadership in regulation; Lessons from moral education -- Creative Activism: Engaging Intrapreneurs in Organizational Achievement -- How the Most Future-Ready Companies Innovate and Communicate with the External World -- The Entrepreneurial Innovation Value model and the importance of entrepreneurial leadership, knowledge, and learning, in commercialisation -- Adapting Planning for Inclusive Innovation: Creating Communication Spaces for Adopting Digital Government in Peru -- Crafting sustainable strategy from corporate purpose: From the incremental to the transformational -- Strengthening the Organization from the Inside Out: Identifying Work-place Problems to Build and Sustain Employee Motivation -- Relationship Management in Technology and Knowhow Transfer -- Possible Selves, Identity, Horizons and Communication: An Exploratory Study of Dance Students -- Feedback Loops with Stakeholders to Articulate Value Propositions -- Lead playfully – technical innovations communicated through gaming -- Inspiring Leadership for Innovation.

Sommario/riassunto

This new book aims at inspiring managers and passionate, influential (new) leaders to re-think how to address communication markets, challenge the way how to orchestrate communication instruments, find new ways to communicate the New, and cultivate a positive communication culture. Leadership communication is a critical success factor of senior management teams and (new) leaders (game changer, pioneers) in the digital and human age to better interact and connect with others; drive innovation and adoption processes; and empower young minds with joy, abundance, and wisdom. In the classical view, leadership communication is part of management communication which means leaders primarily use instruments focusing on teams, presentations, and negotiations. In the modern view, however, new leadership communication also encompasses social media and innovation communication. It dives deeper into ground rules for effective leadership communication and key themes, such as virtual communication, innovation and leadership, and communication model innovation. Be the inspiration! Become a new leader and shape the world.
