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| 1. Record Nr. | UNINA9910777337903321 |
| Autore | Stittle John |
| Titolo | Annual reports [[electronic resource]] : delivering your corporate message to stakeholders // John Stittle |
| Pubbl/distr/stampa | Aldershot, Hampshire ; ; Burlington, VT, USA, : Gower, c20032 |
| ISBN | 1-281-09806-X 9786611098063 0-7546-8279-X |
| Descrizione fisica | 1 online resource (289 p.) |
| Disciplina | 657/.32 |
| Soggetti | Corporation reports |
| 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 (p. 257) and index. |
| Nota di contenuto | Cover; Contents; List of figures; Preface; Acknowledgements; Part 1 Framework and context; Part 2 Content and types of report; Part 3 Planning, design and production; References; Index |
| Sommario/riassunto | This book concentrates on ensuring that the 'corporate message' is communicated to stakeholders in a way that maximises the value of the annual report and outlines how this might best be achieved. It explains the importance not only of the quantitative (a |