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Nota di contenuto	Front Cover; The Management Game of Communication; Copyright Page; Contents; List of Contributors; Series Preface; Introduction; Structure of the Volume; Part I: Linking Communication and Business; Business Knowledge as a Limited Success Factor for Communication Managers: Results of a Survey in the German-Speaking Context; Introduction; Current State of Research with a Focus on Germany; Design, Methodology, and Approach; Methodological Overview; Five "Propositions"; Qualitative Pre-Study; Quantitative Main Study; Selected Results; Qualitative Pre-Study; Quantitative (Main) Study Some General Results Comparative Overall Results for Proposition P1; Results Concerning Business Knowledge Related to Executive Education Participants in Propositions P2-P5; Conclusion and Outlook; Notes; References; Public Relations: Economics vs. Communication Science - Effects of Education on the Practice in Austrian Non-Profit Organisations; Introduction; Theoretical Considerations, Research Questions, Hypotheses, and Method; Results; Educational Data; Economics versus Communication Science and Practice; Conclusion;

Notes; References

Communication and Management: An Obvious Relationship? The BA Curricula in Communication Management in Flanders Introduction; Literature Review; Communication in Business Programmes: Evidence; Management in Communication Programmes: An Unknown; Definition of Communication Management; Methodology; Findings; Curriculum Analysis; The Perspective of CCOs; Discussion; Conclusion; Notes; References; Appendix A; Appendix B: Interview Guide; Silo Thinking Is Out, Fortress Invaded: Running a Communication Programme at a Business School; Introduction; Business and Communication Before the 2000's

Communication Programmes Combining Business and Communication Master's Programme in Corporate Communication Since 2013; Eligibility to the Programme; Structure of the Corporate Communication Programme; Learning Outcomes; Conclusion; References; Communication Courses in MBA Programmes: An Analysis of Curricula of Business Schools in the United States and Europe; Introduction; Literature Review; Methods; Findings; US Business Schools - Full-Time MBA (Two Years); European Business Schools Full-Time MBA (One or Two Years); Reasons for the Current Shape of the Curricula; Discussion Limitations of the Study and Conclusion Notes; References; Part II: Communication, Leadership and Organisational Goals; Bulwark of the Company or Advocate of Stakeholders? Public Relations Strategies between Influencing and Consulting; Introduction; Literature Review; Theoretical Framework; Legitimation as the Function of PR; Legitimization through External Communication Services and Internal Consulting Services; External Communication Services: External Context Management; Internal Consulting Services: Corporate Self-Management; PR as Difference Management; Method; Results Discussion, Conclusion and Limitations

Sommario/riassunto

We still see many communication graduates with little business knowledge and business graduates with little communication knowledge. This schism leads communication scholars to assume that better communication is an end in itself while management see it as a means to an end it must somehow contribute to the bottom line. How can strategic communication and public relations support corporations? What can communicators learn from management disciplines? Moreover, how should universities and business schools deal with the need to integrate research and education from different disciplines to advance the field? This book addresses these challenges and offers some answers. The contributions from primarily European countries were selected from a large number of peer-reviewed contributions for the 2015 congress of the European Public Relations Education and Research Association hosted by BI Norwegian Business School in Oslo. The chapters explore challenges of linking both fields; discuss research focusing on communication, leadership and organisational goals; and present findings from current research in corporate communication.
