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Titolo	Corporate conversations : a guide to crafting effective and appropriate internal communications / / Shel Holtz
Pubbl/distr/stampa	New York, : AMACOM, c2004
ISBN	1-281-77021-3 9786611770211 0-8144-2748-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xii, 292 pages) : illustrations
Disciplina	651.7/9
Soggetti	Communication in personnel management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	ormalize employee communications? -- What we know about employees -- Types of communication -- Communication planning -- Communication tools -- Online communication tools -- Ongoing communication -- Communicating bad news -- Communicating change -- Managing communication overload -- Organizing, budgeting and using your communications department -- Enhancing employee-to-employee communication -- Meaing the value of employee communication.
Sommario/riassunto	Everything a company says sends a message to its employees. Organizations that communicate well with their employees boast higher profitability, better customer acquisition and retention, and enhanced reputation. Without a strategically managed employee communications strategy, results suffer. Corporate Conversations is a comprehensive guide to crafting and delivering vital internal messages. The book covers a broad range of issues, including: * the four types of corporate and business communications (human resources, business-related, legal, and informal) * how to communicate bad news * managing employee-to-employee communication * how to measure the impact of internal communications With valuable strategies for aligning all business correspondence with the company message, Corporate Conversations shows professionals at all levels how to improve their

communication skills and maximize the power of both traditional and hi-tech communication tools.

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