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Nota di contenuto	Title; Copyright; Contents; List of Tables and Figures; Tables; Figures; Foreword; Preface; About the Authors; Acknowledgments; Part I Introduction to Business Essentials for Communicators; 1 Why Knowledge of "Business 101" Matters; Growing Market Demand and Changing Expectations; Counseling Organizational Leadership Means

Business; The Payoff for Learning "Business 101"; Ranking Desired "Business 101" Knowledge; Building a Base of "Business 101" Knowledge; Key Terms; Discussion Questions; Part II Foundational Business Knowledge for Communicators; 2 Economics and Economic Indicators
The Economy and Economics in a NutshellKey Interconnected Economic Indicators; The Federal Reserve's Role in the Economy; Sorting Through Industry-Specific Indicators; Putting It All Together; Key Terms; Discussion Questions; 3 Finance and the Stock Market; Corporate Finance and Making Money; Stock Exchanges and Stock Listings; Initial Public Offerings and "Going Public"; The Financial Community and Wall Street; Barometers of Company and Stock Market Performance; The Stock Market Matters for Strategic Communicators; Key Terms; Discussion Questions; 4 Accounting and Financial Statements
Quarterly Financial ReportingTypes of Financial Statements; The Income Statement; Profit Margins; Earnings Per Share (EPS); Balance Sheet; Financial Valuation Metrics; Practice Makes Perfect and Is Worth It; Key Terms; Discussion Questions; 5 The Law and Corporate Disclosure; Securities Laws for Public Companies; Material, Nonpublic Information and Insider Trading; Corporate Disclosure Theories and Research; Communication Channels for Corporate Disclosure; Earnings Guidance and Forward-Looking Statements; Disclosures in "Plain English" and Boosting Transparency; Key Terms
Discussion Questions6 Intangible Assets and Nonfinancial Information; Tangible, Intangible, and Financial Assets; GAAP Reporting and Intangible Assets; A More Holistic Approach to Evaluating Performance; Categories of Intangible Assets and Nonfinancial Information; Intangible Assets and Strategic Communication; Key Terms; Discussion Questions; Part III Focal Areas at the Intersection of Business and Communication; 7 Corporate Governance; Corporations and the Agency Problem; The Proxy Statement and Annual Meeting; Exit, Voice, and Loyalty at Public Companies
Best Practices in Corporate GovernanceDodd-Frank and Executive Compensation; Corporate Governance and Strategic Communication; Key Terms; Discussion Questions; 8 Corporate Social Responsibility; Shareholder Theory versus Stakeholder Theory; Doing Well by Doing Good: Empirical Evidence; CSR and Triple Bottom-Line Reporting; CSR and Sustainability Rankings; Third-Party Monitoring and Verification of CSR Performance; Linking CSR and Business Performance; CSR and Strategic Communication; Key Terms; Discussion Questions; 9 Corporate Reputation; Benefits of a Strong Corporate Reputation
Defining Corporate Reputation

Sommario/riassunto

The rise of digital media and the public's demand for transparency has elevated the importance of communication for every business. To have a voice or seat at the table and maximize their full value, a strategic communicator must be able to speak the language and understand business goals, issues, and trends. The challenge is that many communicators don't hold an MBA and didn't study business in college. Business Essentials for Strategic Communicators provides communication professionals and students with the essential 'Business 101' knowledge they need to navigate the business world with the best of them. Readers will learn the essentials of financial statements and terminology, the stock market, public companies, and more--all with an eye on how this knowledge helps them do their jobs better as communication professionals. .
