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CHAPTER ELEVEN: COMMUNICATING CHANGE: When Change Just Doesn't Stop: Creating Really Good Change Communication; CHAPTER TWELVE: CRISIS COMMUNICATION: Moving from Tactical Response to Proactive Crisis Preparedness
CHAPTER THIRTEEN: THE ROLE OF COMMUNICATIONS IN COMPANY BUSINESS STRATEGY CHAPTER FOURTEEN: THE IMPACT OF TECHNOLOGY ON CORPORATE COMMUNICATION; PART THREE: INTERNAL COMMUNICATION; CHAPTER FIFTEEN: INTERNAL COMMUNICATION; CHAPTER SIXTEEN: COMMUNICATING WITH A DIVERSE WORKFORCE; CHAPTER SEVENTEEN: INTEGRATING EMPLOYEE COMMUNICATIONS MEDIA; CHAPTER EIGHTEEN: INTERNAL BRANDING, EMPLOYER BRANDING; CHAPTER NINETEEN: COMMUNICATING FOR A MERGER OR AN ACQUISITION; CHAPTER TWENTY: THE CHALLENGES OF EMPLOYEE ENGAGEMENT: Throwing Rocks at the Corporate Rhinoceros
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Sommario/riassunto

Praise for The IABC Handbook of Organizational Communication
""Looking to expand your professional abilities? Learn new skills? Or hone your area of expertise? This book delivers an amazing and practical study of our profession-and a guidebook for strategic communication best practices. The Handbook explores the many aspects of our profession with expert insights of the best of the best in communication.""-John Deveney, ABC, APR, president, Deveney Communication
""Chalk up a win for Team IABC. Editor Tamara Gillis has assembled a winning lineup of the best communicators to compile
