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Altri autori (Persone)	ForthmannJörg MickeleitThomas
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Nota di contenuto	Part I: Setting the Context and Creating Urgency -- Why Companies Need to Get Started with the Digital Transformation of Their Communication -- Communications is Not Immune to Digital Disruption -- Part II: Introducing CommTech and Its Foundations -- CommTech: Enhancing Communication Impact through Stakeholder Journeys -- Data-Driven Controlling of Corporate Communications with CommTech -- CommTech to Enable Data-Informed Decisions -- Media Analytics – No Data, No CommTech -- Part III: Data-Driven Approaches and Storytelling -- Holistic Data Storytelling - A Framework for Individualized, Efficient, and Effective Communication with Stakeholders -- Understanding Consumer Conversations Around Brands: Lexical Analysis of 16 Brand Campaigns -- Data-Driven Communication -- Part IV: Operationalizing and Automating Communication -- Communication Conversion Optimization (CCO) -- CommTech and RoI -- Building a Corporate Agenda: Balancing Alignment with Business Goals and Stakeholders' Interests in Topic-

Based Corporate Communications -- In Search of the Perfect Communication Machine -- Part V: Artificial Intelligence in Corporate Communications: Basics, Opportunities, and Hurdles -- Predictive Communication Intelligence -- Fascination Metaverse - How Extended Realities Will Disrupt Corporate Communication -- Part VI: Special Considerations and Human Elements -- Mastering CQ in the Era of CommTech and Predictive Communication Intelligence -- CEO Positioning as an Integral Part of Corporate Communication in the Digital Age -- The Future of Influence: Transforming Lobbying with Predictive Intelligence and CommTech -- Predicting Mastering Commtech.

Sommario/riassunto

This edited collection by over 30 industry experts and scholars explores how communication departments can digitize processes to continue contributing to their companies' success. It deals with key questions such as the necessity of digitalizing corporate communication, optimal data for success, KPI reporting solutions, and the role of data storytelling and artificial intelligence. Additionally, it covers future-relevant roles and skills, essential tools and trends, and crucial aspects of upcoming technologies that promise to change the world of corporate communications. A must-read for practitioners at all levels, this book serves as a reference for keen MBA graduates and journalists who are keen to explore corporate communications as a future career option.
