

1. Record Nr.	UNINA9910157363403321
Autore	Men Rita Linjuan
Titolo	Excellence in internal communication management / / Rita Linjuan Men and Shannon A. Bowen ; with foreword contributed by industry leader, Keith Burton
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2017
Edizione	[First edition.]
Descrizione fisica	1 online resource (xxi, 217 pages)
Collana	Public relations collection, , 2157-3476
Disciplina	658.45
Soggetti	Business communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 191-211) and index.
Nota di contenuto	1. The evolving practices of internal communication -- 2. Understanding your internal publics -- 3. Building ethical internal relations -- 4. Leadership communication -- 5. Reaching your internal stakeholders -- 6. Organizational structure, culture, and climate -- 7. Employee engagement -- 8. Change management and internal communication -- 9. Measuring the value of internal communication -- 10. The future of internal communication -- Appendices: measures -- References -- Index.
Sommario/riassunto	This book integrates theories, research insights, practices, as well as current issues and cases into a comprehensive guide for internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders, build beneficial relationships, build ethical organizational cultures, and engage employees in a rapidly-changing business and media environment. Solidly grounded in theories of organizational communication and behavior, public relations, leadership, moral philosophy, and business management, this book shares insights about current workplace topics including employee engagement, trust, change communication, new technologies, leadership communication, ethical advising and decision making, transparency and authenticity, and measurement. Mechanisms underlying best practices of internal communication are explained. Data-backed strategies and tactics in enhancing internal

communications are discussed. We offer valid scales for use in internal communication assessment. The book concludes with predictions of the future of internal communications research, theory development, and practices.

2. Record Nr.	UNIORUON00081831
Autore	BASH, Reva
Titolo	Ricerche on line for dummies / Reva Bash
Pubbl/distr/stampa	Milano, : Apogeo, c1998
Descrizione fisica	XI, 377 p. ; 22 cm
Disciplina	011.3
Soggetti	DOCUMENTAZIONE - Informazioni in Internet
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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