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Autore	Smith Lyn
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Nota di contenuto	Cover; Copyright; Contents; About the author; About the editor; Preface; Acknowledgements; Introduction; Part 1 Setting the Scene; Chapter 1 What is internal communication?; THE HISTORY; TECHNOLOGY ADDED; WHERE IT SITS IN THE ORGANIZATION; Chapter 2 What does it take to be an internal communicator?; WHERE TO NOW FOR THE INTERNAL COMMUNICATOR?; HOW OTHERS SEE IT; Chapter 3 Your audience - who are they?; FRONT-LINE STAFF; SUPERVISORS/LINE MANAGERS; SENIOR MANAGEMENT/MIDDLE MANAGEMENT; BOARD/DIRECTOR; VOLUNTARY SECTOR - TRUSTEES, VOLUNTEERS, MEMBERS; AT ONE REMOVE; CREATIVES AND SPECIALISTS DIVERSITYSEGMENTATION - THE WAY AHEAD; Chapter 4 Theories into practice; THE FOUR CULTURES OF THE ORGANIZATION; PROCESS THIS WAY OR GIVE US A SIGN; GOLDEN OLDIE REVISITED; SEMIOTICS - READING THE SIGNS; FOCUS ON THE MASS OR THE INDIVIDUAL; THE INDIVIDUAL REVISITED; SHALL WE DANCE? THE COOPERATIVE MODEL; COMPUTER-MEDIATED COMMUNICATION AND THE IMPLICATIONS; Chapter 5 Managing internal communication in-house; THE BUSINESS CASE; WHO DOES IT; HOW INTERNAL COMMUNICATION IS REWARDED;

SO, HUMAN RESOURCES OR PUBLIC RELATIONS?; CENTRALIZED OR DECENTRALIZED
Chapter 6 Outsourcing the internal communications function
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Chapter 12 The globally dispersed workforce
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SPARKING IDEAS TOGETHER

Sommario/riassunto

Internal communication has previously been overlooked in standard approaches to public relations, both in theory and in practice. The second edition of Effective Internal Communication explores the ways in which attitude is fast changing as more and more organizations recognize that good communication with their workforce is vital for continued success and profitability. In a practical and jargon-free style, Effective Internal Communication looks at how internal communication is conducted across the different sectors and in organizations of differing sizes and complexity. Crammed with practica
