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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 DIVERSITY SEGMENTATION - 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 THE BUSINESS CASE; WHAT CONSULTANCIES CAN OFFER; REASONS TO BE CAUTIOUS; GETTING THE BEST FROM YOUR CONSULTANCY; Chapter 7 How the legal framework fits in; GENERAL COMMUNICATION MINEFIELDS; IN THE WORKPLACE ITSELF; Chapter 8 The channels, vehicles and activities; WHAT IS THE MESSAGE?; FACE TO FACE - ONE TO ONE; FACE TO FACE - EN MASSE; PRINT; BROADCAST AND AUDIO-VISUAL; INTERNET DRIVEN; CORPORATE GLUE - GAMES, ETC; EVENTS; ENVIRONMENT; CORPORATE SOCIAL RESPONSIBILITY; Chapter 9 Who uses which media for what; THE MANAGER'S PERSPECTIVE TOP DOWN - BUT WHAT ABOUT THE WORKERS? ENSURING SOMEONE IS LISTENING; UNBLOCKING THE BLOCKAGES; MEDIA OR SYMBOL?; THE INVISIBLE WEB; Chapter 10 The receiving end; STAFF PERCEPTIONS; IS THERE ANYBODY THERE?; INVOLVEMENT THE KEY; LAST ON THE BANDWAGON?; GIVE THEM WHAT THEY NEED TO DO THE JOB; THE IN-HOUSE LANGUAGE; UPWARDS COMMUNICATION; CONCLUSIONS TO BE DRAWN; Chapter 11 Communicating with special groups; TAPPING INTO CULTURAL DIVERSITY; THE DIFFERENTLY ABLED; AGE, GENDER AND SEXUAL ORIENTATION; WORKING FROM HOME OR OUT ON THE ROAD; THE UNPAID HEROES; MICRO-ORGANIZATIONS; CONCLUSIONS Chapter 12 The globally dispersed workforce THE CONSULTANCY APPROACH; THINGS TO THINK ABOUT - PAN-EMEA AND BEYOND; Part 2 Getting it Right - Practical Application; Chapter 13 How to do it - setting about communication; WHAT YOUR PEOPLE WANT TO HEAR; Chapter 14 We can all talk can't we? Face to face; LISTENING IN ON EASY CONVERSATION; HOW OTHERS DO IT; OVERCOMING PRESENTATION SICKNESS; Chapter 15 Leading from the middle; ACCENTUATE THE POSITIVE; MOVING IT ON; SO WHAT MAKES THE MIDDLE SPECIAL?; Chapter 16 The creative aspects - writing, editing and designing it yourself; CAPTURING THE SPARK 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

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