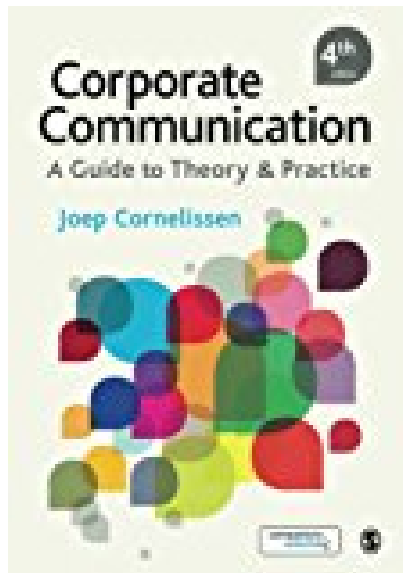


Corporate Communication A Guide to Theory and Practice



BOOK DETAILS

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BOOK SYNOPSIS

Used by nearly 25,000 students in over 50 countries, this book incorporates current thinking and developments on corporate communication from both the academic and practitioner worlds. Combining a comprehensive theoretical foundation with numerous practical guidelines, insights will assist managers (or soon to be managers) in their day-to-day work and in their strategic and tactical communication decisions. With cases and examples from across the globe including Apple, BMW, Uber, L'Oréal and Starbucks, the new edition is updated to include more material on social media, employee communication, leadership communication and anti-corporate activism. The Fifth Edition of Corporate Communication is supported by a Companion Website and includes Full text SAGE journal articles, glossary, web links for each chapter, author-selected videos relevant to the key themes and hot topics, an authors' blog and author videos for students as well as case study notes, PowerPoint slides, additional case studies and MCQ's for lecturers. Suitable for students at advanced undergraduate and postgraduate levels on business management, marketing, corporate communication, public relations or business communications programmes as well as practitioners in the field.

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