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strategic level, there  
could be more examples  
of practical  
implementation of the  
postulated principles.

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Written specifically for students interested in knowing more about the organizational and management context of communications, and to get more hands-on learning, practical experience and skills to...

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The broad field of  
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communications cannot

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be precisely defined. In principle, the measures are too diverse and overlap with many other areas of a company, such as marketing. In principle, however, corporate communication encompasses all communication that a company conducts. This can be found both internally, in the way

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Communication  
employees are  
addressed, and  
externally, if business  
partners (as in B2B  
marketing), customers  
(as in B2C marketing),  
or media (as in PR) are  
the addressees.

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communication |  
Definition, explanation,  
and ...

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evidence for the idea  
that without an organ-  
izational communication  
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"Corporate  
Communications" refers  
to all of the activities  
that a business or  
organization takes to  
communicate with  
internal and external  
audiences. Learn more  
about the functions of

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Functions, Careers, and  
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communication is a

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management function  
that offers a framework  
for the effective  
coordination of all  
internal and external  
communication with the  
overall purpose of  
establishing and  
maintaining favourable  
reputations with  
stakeholder groups upon  
which the organization  
is dependent.

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## DEFINING CORPORATE 1 COMMUNICATION

The corporate communication department of any organization performs the three functions listed above. Before the deepening of private sector activity, companies used to have public relations

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departments or used to outsource their public relations activities to specialized firms that had the expertise.

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help them get off to a  
flying start in their  
career, this book is a  
guide to corporate  
communication that will  
help students and  
practitioners navigate  
the area, understand the

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main theories and put ...

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The various codes on  
corporate governance  
have also honed in on  
the importance of  
corporate  
communication, though  
purely in this limited



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sense of disclosure.  
They require  
stakeholder  
consultation, but very  
little mention is made of  
incoming  
communication – it's all  
outgoing.

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Corporate  
Communication -  
effective ...

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provides the most  
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to-date treatment of the  
subject including: the  
criticality of the  
function; strategies and  
activities involved; and

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Communication is the  
essence of management.  
The basic functions of  
management (Planning,  
Organizing, Staffing,  
Directing and  
Controlling) cannot be  
performed well without

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constant flow of  
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is integral part of  
business  
communication.

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in corporate  
communications  
strategy in the  
social/digital world is  
the opportunity for a  
variety of employees to  
be brand storytellers or  
spokespeople, a role ...

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