

Corporate Communication A To Theory And Practice

Strategic Corporate Communication: Core Concepts for Managing Your Career and Your Clients' Brands introduces readers to essential strategies in corporate communication. The book centers upon the idea that in order to be successful, communication professionals not only require outward-facing competencies to represent and serve clients, but also personal competencies of self-awareness and self-positioning to manage their careers. The text grounds corporate communication in theoretical research and marketplace practices that demonstrate foundational corporate communication elements such as strategy, brand, storytelling, communities, messaging, context, ethics, influence, research and measurement, leadership and management, and change. Each chapter introduces relevant theory related to a particular topic, ways in which the information can support career planning, and how the content and skills covered in the chapter apply in the context of the work environment or future interactions with clients. Practical application opportunities at both the personal and organizational level encourage careful reflection throughout. The inclusion of SWOT exercises and case studies with guiding questions inspires critical thinking and further exploration. Strategic Corporate Communication is an ideal text for upper-division undergraduate and graduate-level courses in strategic, public relations, corporate, branding, professional, and marketing communication. Ross Brinkert is an award-winning teacher, associate professor, and was inaugural chair of the Corporate Communication Program at Penn State Abington. He holds a Ph.D. in communication sciences from Temple University. Dr. Brinkert's research and applied work address how increasing the engagement of organizational leaders may increase engagement throughout the entire organization. Lisa V. Chewning is an award-winning teacher, associate professor, and chair of the Corporate Communication Program at Penn State Abington. She holds a Ph.D. in communication from Rutgers University. Dr. Chewning's research combines theoretical and applied perspectives to further understand the role of communication in human organization.

Social media and new social facilities have made it necessary to develop new media design processes with different communication strategies in order to promote sustainable communication. Visual communication emphasizes messages that are transmitted through visual materials in order to effectively communicate emotions, thoughts, and concepts using symbols instead of words. Social networks present an ideal environment for utilizing this communication technique. New Media and Visual Communication in Social Networks is a pivotal scholarly publication that examines communication strategies in the context of social media and new digital media platforms and explores the effects of visual communication on social networks, visual identity, television, magazines, newspapers, and more. Highlighting a range of topics such as consumer behavior, visual identity, and digital pollution, this book is essential for

researchers, practitioners, entrepreneurs, policymakers, and educators. With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field. Key Themes Applications and Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-Cognitive Orientations Rhetorical Orientations Semiotic, Linguistic, and Discursive Orientations Social/Interactional Orientations Theory, Metatheory, Methodology, and Inquiry

Provides an international and management perspective on the field of corporate communication Corporate communication plays an important role in higher-level management to help build and preserve a company's reputation. This intangible yet valuable asset determines the net worth of a company and affects the success of its operations. Corporate Communication: An International and Management Perspective introduces readers to the broad environment of the modern extended organization and provides an understanding of the globalization process. It describes how economic, political, and cultural features of a country affect company decisions and communication and discusses various communication disciplines and practices that are employed in programs and campaigns. This book addresses the key management issues of sustainability and technology and innovation. It also emphasizes the importance of why corporate communication must be seen as a management function and not restricted to a communication process. Presented in five parts, Corporate Communication offers comprehensive chapters covering: The Domain of Corporate Communication; Strategic Application of Communication Practices; International Perspective; Key Management Issues of Sustainability and Technology; and Corporate Communication Contribution to Management. The foundation of Corporate Communication is public relations but also included is the entire range of communication practices and the contribution to management decision making. Conceptualizes corporate communication as a strategic management function which helps management recognize, adjust to, and construct policy related to global issues Emphasizes the critical role that corporate communication plays in making corporate decisions and behaviors more socially responsible and sustainable Demonstrates how corporate communication draws on public affairs, marketing and social media in its strategic planning Emphasizes the critical importance of relationships to corporations and their effect on reputation Provides numerous examples of cases of global problems and how corporations have responded to them Corporate Communication is intended for upper-level undergraduate and graduate students

in schools of communication and schools of business and management who want to extend their competence to the global arena and to combine the various communication practices to design strategic programs and campaigns. Course titles include corporate communication, international public relations, corporate public affairs, global marketing communication, global corporate communication, and social media.

Strategic Corporate Communication in the Digital Age explores how contemporary communication approaches are crossing boundaries as innovative media formats and digital transformations offer new challenges and opportunities to academia and practitioners.

The chief communication officer at a Fortune 500, multi-national corporation today faces the challenges of a rapidly changing global economy, a revolution in communication channels fueled by the Internet, and a substantially transformed understanding of what a 21st century corporation stands for. This book investigates these forces and the specific communication challenges that they pose for the global corporation. Examining these forces and how they are interrelated should offer insights and strategies for students of the corporate communication discipline and business leaders to help them deploy effective communication as a strategic business asset in the contemporary global economy. This book focuses on the process of communication in a corporate context; and explores, analyzes, integrates, and applies the theory, practice, and functions of corporate communication. The combination of a theoretical framework for understanding how these forces influence corporate communication with practical guidelines for effective communication within this framework will also be of value to practitioners as well as students of the communication discipline. Designed for the professional whose position requires the creation and management of an organization's communications, this book applies strategic approaches to tactical written and oral communication, and includes a particular emphasis on problem solving and analytical techniques appropriate to global corporate environments. Essential to effective communication in corporate and organizational environments is the ability to understand and apply the concepts of corporate communication as strategic management functions.

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 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 main theories and put these into practice through examples and case studies. Academically grounded, it covers the key concepts, principles and models within corporate communication by bringing together academic knowledge and insights from the subject areas of management and communication. At the same time, it combines this academic base with a clear practical outlook – practical cases illustrate the

theory and each chapter also focuses on models and exercises that equip students with practical expertise and skills. The international scope of the book, featuring cases from around the globe has been instrumental in its success and has now been used by nearly 20,000 students across over 50 different countries from New York to Helsinki, Tokyo to Rio de Janeiro for students studying Corporate Communication, Organizational Communication, PR and Marketing Communications and as an invaluable source for reflective practitioners. The new fourth edition has been revised and updated with new cases and covers developments in areas such as reputation management, leadership communication and CSR communication. It features: A new chapter on social media and increased coverage of new media in existing chapters New up-to-date material on emerging CSR standards, transnational governance and corporate citizenship Extended focus on media relations, internal communications and leadership and change communication New full-length and shorter international case studies Enhanced companion website material including new case studies and video material available on publication at www.sagepub.co.uk/cornelissen4e This volume provides an overview of communication study, offering theoretical coverage of the broad scope of communication study as well as integrating theory with research. To explicate the integration process, the chapter contributors -- experts in their respective areas -- offer samples in the form of hypothetical studies, published studies, or unpublished research, showing how theory and research are integrated in their particular fields. The book will appeal to graduate students and faculty members who want a thorough overview of not only the field, but also sample research stemming from its various component parts.

This book examines the major business communication theories, delving into their relationships and practical applications. Many business communication studies lack a strong theoretical grounding—a deficit that creates difficulties for researching business communication phenomena and building upon previous studies. The book addresses this issue by cataloging and briefly describing the major business communication theories, as well as giving a typology of these theories to better integrate them. This book provides value to business communication researchers (who can use it to build upon and develop their work), experts in practice (who can apply it to improve business communications), and academics (who can use it to enhance their instructional designs). It also offers insights into new developments on the business communication theory horizon.

Argumentative and Aggressive Communication: Theory, Research, and Application is the first text to describe the development, history, research, and application efforts on the communication traits of argumentativeness and verbal aggressiveness. Authors Andrew S. Rancer and Theodore A. Avtgis include a collection of nine widely used reliable and valid instruments which the reader, the researcher, and the practitioner can use for diagnostic and research purposes.

This book examines the state of strategic communication as a discipline and how it has emerged as a unique area of scholarship in the beginning of the 21st century. Strategic

communication encompasses all communication that is substantial for the survival and sustained success of entities like corporations, governments, non-profits, social movements, and celebrities. A major aspect of the field is the purposeful use of communication by an organization to engage in conversations of strategic significance to its goals. The contributions in this book provide unique insights, make compelling arguments, and highlight promising areas of scholarship in strategic communication. Presented in four parts, the chapters explore the emergence of strategic communication, its conceptual foundations, its expanding body of knowledge, and the foundation for further development and new directions in the field. Of interest to those studying communication from the perspectives of communication science, management theory, organizational studies, or business administration, this volume will also be useful for readers who are new to strategic communication, and who are interested in the field for its new avenues of research. This book was originally published as a special issue of the International Journal of Strategic Communication.

This is a wide-ranging, up-to-date introduction to modern business communication, which integrates communication theory and practice and challenges many orthodox views of the communication process. As well as developing their own practical skills, readers will be able to understand and apply principles of modern business communication. Among the subjects covered are: interpersonal communication, including the use and analysis of nonverbal communication group communication, including practical techniques to support discussion and meetings written presentation, including the full range of paper and electronic documents oral presentation, including the use of electronic media corporate communication, including strategies and media. The book also offers guidelines on how communication must respond to important organizational issues, including the impact of information technology, changes in organizational structures and cultures, and the diverse, multicultural composition of modern organizations. This is an ideal text for undergraduates and postgraduates studying business communication, and through its direct style and practical relevance it will also satisfy professional readers wishing to develop their understanding and skills. The Third Edition of this market-leading text has been updated and expanded with contemporary case material and more detailed coverage of the main topics and trends in corporate communication. New to the Third Edition: - New chapters on strategic planning and campaign management, research and measurement and CSR and community relations - Greatly expanded coverage of key areas: internal communication, leadership and change Communication, issues management, crisis communication and corporate branding - Other topics to receive new coverage include: public affairs, social media, internal branding and issues of globalization. - New and up-to-date international case studies, including new full-length case studies and vignettes included throughout the chapters. - Further reading and new questions-for-reflection will provide the reader with a means to challenge and further their understanding of each of the topics in the book. - Online teaching material for lecturers and students including: instructors manual, PowerPoint slides and new international case studies of varied length, SAGE Online journal readings, videos, online glossary and web links Praise for the Second Edition: "This is a must-have reference book for Chief Executives, Finance Directors, Corporate Communicators and Non-executive Directors in this "involve me" era of stakeholder engagement and corporate communications. How I wish I had had

this book on my desk as a Chief Reputation Officer!" - Mary Jo Jacobi, Former Chief Reputation Officer of HSBC Holdings, Lehman Brothers and Royal Dutch Shell 'This is a comprehensive and scholarly analysis of corporate communications. It will offer students and practitioners alike a considerable aid to study and understanding which will stand the test of time in a fast changing business' - Ian Wright, Corporate Relations Director, Diageo

The Theory and Practice of Corporate Communication A Competing Values Perspective SAGE

Corporate Communication, 6th Edition shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

Corporate Communication: A Marketing Viewpoint offers an overview of the framework, key concepts, strategies and techniques from a unique marketing perspective. While other textbooks are limited to a managerial or PR perspective, this book provides a complete, holistic overview of the many ways communication can add value to an organization. Step by step, this text introduces the main concepts of the field, including discipline and function frameworks, corporate identity, corporate and employer branding, corporate social responsibility, stakeholder management, storytelling, corporate associations, identification, commitment and acceptability. In order to help reinforce key learning points, grasp the essential facts and digest and retain information, the text offers a comprehensive pedagogy, including: chapter summaries; a list of key words and concepts; case studies and questions at the end of each chapter. Principles are illustrated through a wealth of real life examples, drawn from a variety of big, small, global and local companies such as BMW Group, Hidria, Lego, Mercator, Krka, Barilla, Domino's Pizza, Gorenje, Si Mobil, BP, Harley-Davidson and Coca-Cola. This exciting new textbook is essential reading for all professional corporate marketing and communication executives, as well as undergraduate and postgraduate students of marketing and public relations, not to mention managers who need a complete and accurate view of this increasingly important subject.

The new 5th edition of this bestselling text, used by nearly 25,000 students in over 50 different countries, retains its practical yet strong theoretical approach and is now updated to include new material on integrated reporting and CSR communications. Oliver presents an academic commentary and literature review on theoretical concepts of integrated corporate communication, stressing the importance of two way communication and of developing a better understanding of the priorities of others. Get internal communications right in your organization and the benefits are clear: motivated staff, better financial performance, a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters. Internal Communications explores what good practice in internal communications looks like, providing a no-nonsense, step-by-step approach to devising an internal communications strategy. Written by experts with extensive experience as consultants and in-house leaders in the private, public and not-for-profit sectors, Internal Communications covers how to build an internal communications team and

plan; devise messages and decide which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization. Supported by easy to follow models, example explanations of the core theory, and case studies, it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization. About the PR in Practice series: Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series comprises accessible, practical introductions to day-to-day issues of public relations practice and management. The series' action-oriented approach keeps knowledge and skills up to date.

In public relations, people talk about positioning an idea, a persona, a political ideal, an ideology – but what are they talking about? Why do some positions taken by organizations crystallize in the minds of audiences, while others fail? Whilst positioning is not something new in public relations, this book is the first to explicate what it involves, how it works and how to do it. This is the first in-depth exploration of the possibilities of Positioning Theory for the public relations field and it adds a new perspective to the growing body of multidisciplinary work in this rich theoretical area, moving the discussion away from the traditional communication plans of previous decades, which fail to accommodate the changing media and opinion landscapes. The author pulls together various strands of socio-cultural theory into an analytical framework, providing readers with a tool to analyse the organizational implications of public relations decisions, guiding strategic decision making through realistic scenario planning. This thought-provoking book provides an alternative path to studying communication in increasingly complex environments and as such, will be vital reading for researchers and educators, advanced communication and public relations students, and for senior public relations practitioners.

This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

With the latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses' ethical profiles, and tracks the benefits that positive public attitudes can bring. Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars Brings together state-of-the-art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

Corporate branding and communication is big business. Companies throughout the world invest millions in strategies which aim to reinvent their profile in subtle yet important ways. The investment must be working, but what is it being spent on, and how do these rebranding exercises work? Including contributions from academics and practitioners, this important collection unravels the complexities of this growing field of study. The text is split into three coherent sections, focusing in turn on identity, communication and reputation. Case studies are used throughout the book to illustrate important issues, such as the basic principles of visual communication, the importance of reaching both internal and external stakeholders, and the challenges faced by companies working in multi-cultural environments. This book brings clarity and new theoretical insights to an important aspect of modern business. It is an invaluable companion for all students, researchers and practitioners with an interest in marketing, communications and international business.

Communication within project-based environments presents special challenges. This is especially true within the construction industry, where interaction tends to be characterised by unfamiliar groups of people coming together for short periods before disbanding to work on other endeavours. This book examines communication at a number of levels ranging from interpersonal interactions between project participants to corporate communication between organizations. Several non-typical perspectives on the process of communication are introduced to encourage the reader to think about communication in a more innovative manner. The combination of differing perspectives illustrates the diversity of communication problems facing those working within project-based environments. Practical guidance is provided on possible solutions to communication problems, and a number of examples and case studies are presented. *Rhetorical Theory and Praxis in the Business Communication Classroom* responds to a significant need in the emerging field of business communication as the first collection of its type to establish a connection between rhetorical theory and practice in the business communication classroom. The volume includes topics such as rhetorical grammar, genre awareness in business communication theory, the role of big data in message strategy, social media and memory, and the connection between rhetorical theory and entrepreneurship. These essays provide the business communication scholar, practitioner, and program administrator insight into the rhetorical considerations of the business communication landscape.

A bold addition to existing literature, this book provides an excellent overview of corporate communication. Taking an interdisciplinary approach, it offers readers the in-depth analysis required to truly understand corporate communication, corporate strategy and corporate affairs as well as the relevant public relations issues. With a refreshing new approach to this topic, the authors challenge reductionist views of corporate communication, providing persuasive evidence for the idea that without an organizational communication strategy, there is no corporate strategy. Written by an impressive list of international authorities, the text is well illustrated with contemporary case studies, drawing out the most pertinent best-practice outcomes of theoretically based applications. Its four sections cover: national communication international communication image, identity and reputation management the future for corporate communication theory and practice. This is an essential one-stop reference for all academics, practitioners and students seeking to understand corporate communication and public relations.

Engaging Organizational Communication Theory and Research: Multiple Perspectives is a book unlike any in the field. Each chapter is written by a prominent scholar who presents a

theoretical perspective and discusses how he or she "engages" with it, personally examining what it means to study organizations. Rejecting the traditional model of a "reader," this volume demonstrates the intimate connections among theory, research, and personal experience. Engaging Organizational Communication Theory and Research is an indispensable resource for anyone wishing to be familiar with current trends in the field of organizational communication.

The chief communication officer at a Fortune 500 multinational corporation today faces the challenges of a rapidly changing global economy, a revolution in communications channels fueled by the Internet, and a substantially transformed understanding of what a 21st-century corporation stands for. This book provides an accessible framework for describing these forces and the specific communication challenges that they have thrown at the global corporation. The text reviews the evolution of society's response to the development of the modern company and the corporate communication practices that grew up in response to it, as well as examining the impact of globalization, Web 2.0 and the networked enterprise on current corporate relationships with key stakeholders such as customers, employees, shareholders, communities and regulators. In examining these forces and how they are interwoven, the authors offer insights and strategies for deploying effective communication as a strategic business asset in today's global economy. Designed for the advanced student of corporate communication, the book contains updated guidelines for the management of investor relations, community relations and other corporate relationships in the age of social media. Specific recommendations for how to organize and execute effective communication for the contemporary practitioner working in the communication field are also provided. "Goodman and Hirsch's book is essential reading for corporate communications executives. Insightful and practical, it will help them become better counselors to their CEOs, better partners with their C-suite colleagues, and better leaders of their own organizations." Dick Martin, Executive Vice President, AT&T (retired); Author, *Secrets of the Marketing Masters* "In situating corporate communication issues and practices within the context of globalization, rapid technological change, and the networked organization, Goodman and Hirsch offer readers a compelling and necessary discussion of the forces influencing corporate communication, and they utilize a host of contemporary examples to do so. This book is a must read for researchers and practitioners interested in business, corporate communication, corporate social responsibility (CSR), and environment society governance (ESG) on the global stage. Goodman and Hirsch encourage us all to think carefully about what effective corporate communication should look like in the 21st century." Stacey L. Connaughton, Associate Professor, Department of Communication, Purdue University "In today's global environment, there is no function within a major corporation more important than what is commonly called corporate communication. This new book, *Corporate Communication: Strategic Adaptation for Global Practice*, written by Goodman and Hirsch, supports that conclusion with comprehensive and convincing evidence. Large companies cannot succeed today without successfully managing relationships with their key constituencies in the context of what is desired by those constituencies. Previously, only the CEO him or herself has been in a position to view all of those audiences with a balanced view of what is ethical and correct behavior. The fully developed corporate communication function of today has evolved to work side by side with the CEO and Boards of Directors. The function not only influences what and how a company speaks, but also how it acts. The Goodman/Hirsch book makes that case more strongly than any text written in the past. It should be must reading for not only the professional communicator but for all CEOs and Boards of Directors to see the unique and priceless value the corporate communication function can bring to the corporate table today." James E. Murphy, Retired Chief Marketing and Communications Officer of Accenture; Chairman & CEO of Murphy & Co. "Goodman and Hirsch capture not only the theory and organization of corporate communication, but its true

heart and soul, even as they show you how to ground this practice in a wholly changed and changing world." Raymond C. Jordan, Corporate Vice President Public Affairs & Corporate Communications, Johnson & Johnson

Applied Mass Communication Theory: A Guide for Media Practitioners, Second Edition bridges a review of theory to the contemporary work of media professionals. The text provides a framework for constructing an undergraduate research project. It also presents vital chronological information on the progression of theory in mass communication, including a model that integrates mass communication theories and shows how they relate to one another. It concludes with information on media law, ethics, economics, and mass media careers, establishing a critical framework for students as they leave college and begin their first jobs. This Second Edition discusses mass communication theory and its applications in both traditional print and broadcast applications. By exploring advertising and public relations in this new digital multi-media environment, this text remains relevant, and in fact necessary, for students in the field.

The field of corporate communications describes the practices organizations use to communicate as coherent corporate 'bodies'. Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes. The authors pose important questions such as: - Where does the central idea of corporate communications come from? - What are the underlying assumptions of most corporate communications practices? - What are the organizational and ethical challenges of attempting truly 'corporate' communication? Clearly written with international vignettes and executive briefings, this book shows that in a complex world the management of communication needs to embrace multiple opinions and voices. Rewarding readers with a deeper understanding of corporate communications, the text will be a 'must read' for advanced undergraduates, graduate students, and scholars, in the arenas of corporate communications, organizational communication, employee relations, marketing, public relations and corporate identity management. Practitioners in these areas will be provoked to re-examine their assumptions and habits.

Reputation management is the most important theme in public relations and corporate communication today. John Doorley and Helio Fred Garcia argue that most CEOs don't actually pay much heed to reputation and this is to their peril. This book is a how-to guide for professionals and students in public relations and corporate communication, as well as for CEOs and other leaders. It rests on the premise that reputation can be measured, monitored, and managed. Organized by corporate communication units (media relations, employee communication, government relations, and investor relations, for example), the book provides a field-tested guide to corporate reputation problems such as leaked memos, unfair treatment by the press, and negative rumors – and it is this rare book that focuses on practical solutions. Each chapter is fleshed out with real-world experience by the authors and their contributors who come from a wide range of professional corporate communication backgrounds. This new edition features new and updated examples throughout, two new chapters on social media and public relations consulting, a new textbox feature in each chapter relating key communication theories to the practice of public relations and corporate communication, expanded coverage of global issues, and a new Companion Website at: www.routledge.com/textbooks/doorley, featuring lecture materials for instructors and extensive learning resources for students and professionals.

'Corporate Communications' provides the most up-to-date treatment of the subject, including the criticality of the function, strategies and activities involved, and how it can be organized and managed properly.

Corporate communication is a dynamic interplay of complementary and often competing orientations: unity and variety, consistency, and creativity. This title

offers a coherent, integrative approach by examining the topic and tasks from the framework of the Competing Values Perspective. This perspective allows for the exploration of corporate communication as a unified, highly interdependent function.

Crises happen. When they do, organizations must learn to effectively communicate with their internal and external stakeholders, as well as the public, in order to salvage their reputation and achieve long-term positive effects.

Ineffective communication during times of crisis can indelibly stain an organization's reputation in the eyes of both the public and the members of the organization. The subject of crisis communication has evolved from a public relations paradigm of reactive image control to an examination of both internal and external communication, which requires proactive as well as reactive planning. There are many challenges in this text, for crisis communication involves more than case analysis; students must examine theories and then apply these principles. This text prepares students by: Providing a theoretical framework for understanding crisis communication Examining the recommendations of academics and practitioners Reviewing cases that required efficient communication during crises Describing the steps and stages for crisis communication planning Crisis Communication is a highly readable blend of theory and practice that provides students with a solid foundation for effective crisis communication.

Communication is key to success in every aspect of life and ever so in a competitive business environment. This book examines managerial communication from seminal theoretical and demonstrative vantage points through interdisciplinary amalgamation of sciences and the liberal arts. It presents new paradigms of managerial communication in the form of manoeuvres that can act as game changers in tug-of-war business situations, including difficult negotiations, conflicts and interpersonal dissonance that characterise the day-to-day corporate workplace tenor. This volume: Develops persuasion strategies based on argumentation tactics derived, for example, from legal cross-examination. Introduces 'problematism' and 'deconstruction' as effective communication tools into mainstream managerial discourse. Employs Harvard Business School cases to demonstrate problem-solving skills, which will further serve as guide to writing business reports, plans and proposals. Positions business writing methods as taxonomical tenets that can help tackle complex business scenarios. Draws business diagnostic procedures from diverse fields such as Sherlock Holmes from popular culture, and Jared M. Diamond from ecology. This book will be a significant resource for business communication practitioners, especially corporate managers and leaders, sales and marketing professionals, and policymakers. It will be of interest to teachers and students alike, in business communication, organization behaviour, human resource management and marketing communications. It will act as a useful aid for classroom efficacy for teachers and academics.

Updated Edition of Bestseller! Applying Communication Theory for Professional Life, by Marianne Dainton and Elaine D. Zelle is the first communication theory textbook to provide practical material for career-oriented readers. Featuring new case studies, updated examples, and the latest research, the Fourth Edition of this bestseller introduces communication theory in a way that helps you understand its importance to careers in communication and business. Real-world case studies within each chapter are designed to illustrate the application of theory in a variety of professional settings. New to the Fourth Edition All case studies now include specific questions about ethical issues associated with the narrative of the case and how knowledge of theory can help you negotiate these ethical dilemmas. The simulated “Education as Entertainment Theory” includes apps and other new media forms of educational content, keeping you up-to-date with the latest technology. Four new case studies have been added to show you how the theories are tied to recent events. The cases are titled: 1. “You’re Fired” 2. “Bad Move” 3. “Million Dollar Manipulation” 4. “The (New) Media Culture Wars” New research and scholarship for all theories can be found in the “Chapter Summaries” and “Research Applications” of each chapter. Numerous political examples have been added to reflect the increasingly divergent political rhetoric in the United States.

Most research on corporate communication has concentrated on positivist approaches, leading to a limited view. This book reviews extant corporate communication theory from discourse and strategy-as-practice perspectives, expanding the picture by more communicational aspects. It proposes an integrative framework of alternative corporate communication as a key contribution to corporate communication theory.

Exciting, engaging and dealing with both the theory and day-to-day practice of public relations, this is a concise and approachable alternative to the larger, dryer and more expensive textbooks currently on the market.

Communication has become more complex as businesses compete globally. This book explores corporate communication as both a professional practice and as an academic discipline. The essays and case studies provide numerous perspectives on topics such as diversity, sexual harassment, global corporate communications, and communicating corporate culture. These essays are meant to stimulate thought and encourage additional research.

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