

Corporate Communication Critical Business Asset For Strategic Global Change

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Communication is more complex, strategic, and vital to the health of the organization than it used to be, and it will become

increasingly important in the information-driven economy. This book builds upon the authors' 2010 book, *Corporate Communication: Strategic Adaptation for Global Practice*, which focused on the role of the communicator. This volume examines, analyzes, and illustrates the practice of corporate communication as a critical business asset in a time of global change.

11 Reasons Why Business Communication is Critical to Your ...

This new volume, building upon the authors' 2010 book, *Corporate Communication: Strategic Adaptation for Global Practice*, examines, analyzes, and illustrates the practice of corporate communication as a critical business asset in a time of global change, and looks at the major communication needs of organizations.

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Corporate Communication Critical Business Asset

This volume examines, analyzes, and illustrates the practice of corporate communication as a critical business asset in a time of global change. It looks at the major communication needs in the lifecycle of organizations: M&A, structural change, culture change, innovation, new leadership, downsizing, global expansion, competition, ethical decision-making, political action, and employee engagement.

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