



# What Is Corporate Communications?

# Corporate Communications

**Lars Thøger Christensen, Mette  
Morsing, George Cheney**



## **Corporate Communications:**

Corporate Communications Joep Cornelissen, 2004 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 *Digital Strategies for Powerful Corporate Communications* Paul A Argenti, Courtney M. Barnes, 2009-04-19 The explosion of blogs social networking sites wikis video sharing sites and other powerful digital communications platforms may be the biggest game changer to impact business since mechanized manufacturing In today s Web 2 0 world company stakeholders including employees customers and investors are empowered in ways unimaginable just a few years ago and traditional corporate hierarchies are yesterday s news Rather than attempt to turn back the clock and reassert strict top down control over stakeholder relationships the smartest companies worldwide are responding with bold new digital communications strategies based on transparency authenticity and inclusion instead of secrecy artificiality and exclusion International corporate communications guru Paul A Argenti provides a lively up to the minute review of the Web 2 0 landscape and analyzes the increasingly central role corporate communications plays in virtually every organizational function Argenti and coauthor Courtney Barnes advise corporate leaders on how to deploy proven strategies for using new and emerging digital platforms to Manage brand identity and company reputation Build a culture of engagement and transparency Turn stakeholders into company evangelists Manage internal communications across time zones and language barriers Recruit and retain the best talent Develop compelling messages based on customer and investor needs and desires Argenti and Barnes provide case studies illustrating digital communications best practices at HP Southwest Airlines Sony Dell IBM Starbucks HBO FedEx GE and other major players This groundbreaking book will teach you how to gain real manageable control over your organization s communications in today s virtual world **Corporate Communications** Lars Thøger Christensen, Mette Morsing, George Cheney, 2008-02-28 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 Corporate

Communication Joep Cornelissen, 2011-04-06 This book incorporates current thinking on corporate communication from both the academic and practitioner worlds combining a comprehensive theoretical foundation with practical guidance and insights to assist managers in their strategic and tactical communication decisions Rich case study examples are provided from companies in the United States the U K continental Europe South East Asia and Australia **Elgar Encyclopedia of**

**Corporate Communication** Klement Podnar, 2024-03-14 This comprehensive Encyclopedia captures the intricacies of corporate communication offering 87 clear succinct definitions of important concepts within marketing business organizational communication and public relations followed by critical literary analyses of significant research ventures

**Corporate Communication** Michael B. Goodman, 1994-01-01 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

**Essentials of Corporate Communication** Cees B.M. Van Riel, Charles J. Fombrun, 2007-08-07 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

*Raising the Corporate Umbrella* Philip J. Kitchen, Don E. Schultz, 2001-09-04 Corporate communications are now hugely important in the success of companies and organisations Using cases and examples from companies such as The Body Shop Texaco Johnson Johnson BP Oil British Airways the authors introduce the framework necessary to analyse corporate communications strategies and provide clear practical guidelines for successful implementation A must for anyone involved in corporate communications public relations or public affairs especially those working in multi national or global organisations **Corporate Communications for Executives** Michael B.

Goodman, 1998-01-01 Communication becomes more complex as businesses compete in a global environment The complexity brought on by an explosion in the number of tools for communication computers digital media interactive corporate television faxes e mail the Internet fuels the need for a corporation to consider its communications as central to its strategic plans Corporate Communications for Executives looks closely at the professional practice of corporate communication It offers

numerous perspectives on ethics science and society employee motivation corporate social responsibility internal communication global corporate communications and communicating corporate cultures

**Corporate Communications Management** Diane Mary Gayeski,1993 Corporate Communications Management The Renaissance Communicator in Information Age Organizations is a unique and comprehensive approach to managing corporate communications It looks at the multitude of factors that go into successful corporate communications including communication and learning theories as they apply to corporate business how companies use communication and how to analyze create and implement successful communication campaigns This book also examines the status of the corporate communicators within an organization and analyzes the role of the communicator within the corporate environment Corporate Communications Management features a breakthrough approach to corporate communications numerous concrete examples drawn from the real world of corporate communications interviews with professionals working in the field and examples of successful communications campaigns This book details corporate communication skills technologies theory and practices within a professional context Taking an interdisciplinary approach Corporate Communications Management synthesizes several vital communication areas to provide a complete and practical grounding in corporate communication It s primary success is in providing the tools that corporate communicators need to manage their resources effectively

Corporate Reputation Management durch Corporate Communications Ralph Seemann,2008 Pages 1 to 25 Pages 26 to 50 Pages 51 to 75 Pages 76 to 100 Pages 101 to 125 Pages 126 to 150 Pages 151 to 175 Pages 176 to 200 Pages 201 to 225 Pages 226 to 250 Pages 251 to 275 Pages 276 to 300 Pages 301 to 325 Pages 326 to 349

Reputation Management Tony Langham,2018-12-21 The book aims to give senior executives and communications professionals a guide to the importance of reputation in terms of how positively or negatively an organisation is perceived by stakeholders such as employees customers and members of the media and inspire their thinking in managing reputation

*Corporate Communication* Sandra Oliver,1997 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

Managing Corporate Communication Rossella Gambetti,Stephen Quigley,2017-09-16 Corporate communication is an increasingly powerful strategic tool for connecting with a company s stakeholders This book features contributions from leading international academics combining a strong theoretical grounding and the latest research with a practical managerial focus Ideal for students and practitioners of corporate communications

**Reputation Management** John Doorley,Helio Fred Garcia,2006-11-06 Reputation Management 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 *The Essentials of Corporate Communications and Public Relations* Harvard Business School Press, Society for Human Resource Management (U.S.), 2006

When it comes to communicating corporate information the skills of the messenger can make or break a company's reputation Containing practices principles and case studies this guide helps HR professionals hone their skills at delivering information managing crises responding to queries and more Corporate Communication Joep Cornelissen, 2014-03-20

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](http://www.sagepub.co.uk/cornelissen4e)

**Managing Corporate Communications in a Competitive Climate** Kathryn Troy, Conference Board, 1993 Results of a survey of 700 corporations that focuses on the management of internal and external communications Integrating Corporate Communications James L. Horton, 1995-09-30 Seldom does a work on corporate communications take such a radical economic approach to the topic Horton integrates corporate communications cost effectively into all business activity and presents a new way to look at corporate communications as a force behind all business disciplines He describes and reviews external and internal communication examines human behavior in communicating reviews corporate communication structure and analyzes messages and media and shows how to get started toward cost effective corporate communication In 11 chapters the book presents a look at corporate communications based on economic principles Separate chapters examine the business

environment and communication corporate communication and strategy and reputation corporate communication and the individual corporate communication and messages corporate communication and media corporate communication and measurement and corporate communication and business structure A major resource for senior managers strategists and other communications specialists     **The Theory and Practice of Corporate Communication** Alan T. Belasen,2008  
Corporate communication is a dynamic interplay of complementary and often competing orientations This book offers a coherent integrative approach by examining the topic and tasks from the framework of the competing values perspective

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