Strategic Communication in Business and the Professions

Strategic Communication discusses the four essential elements of effective communication - setting goals, knowing the audience, mastering skills, and managing anxiety. For the successful communicator this book provides the both framework and the necessary tools. This Seventh Edition helps the reader address the current challenges of communication within the realm of business. The updated examples provide an increased focus on the balance between technology and communication, the new forms of communication technology; in addition to the integration of new research in the area of business communication, management, interpersonal and group communication. Strategic Communication prepares readers for the business world of today.

Strategic Communication for Startups and Entrepreneurs in China

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780205561209.

Revel for Strategic Communication in Business and the Professions -- Combo Access Card

Designed for introductory business and organizational communication classes, this text focuses on teaching students to master the four essential elements of effective communication--setting goals, knowing the audience, mastering skills, and managing anxiety. Basic communication contexts--interpersonal, group, and public speaking--are applied to the business setting. The Fifth Edition addresses current challenges to business communication presented by new technology, the global marketplace, and diversity within the workforce. Real-World Applications: Practicing Business.
Read Free Strategic Communication In Business And The Professions

Communication boxes examine communication practices in a wide range of businesses. Strategic Skills give students tools they will need as they transition from the classroom to a business setting. Ethical Issues boxes challenge students to think critically about the role ethics takes in business communication.

Strategic Communication for Sustainable Organizations

Designed to support the paradigm shift in media and communication, this book presents the basic tenets of strategic communication and its foundational disciplines of advertising, public relations, and marketing communications. Drawing on the latest research in the field, the text introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice. To facilitate learning and tie concepts to practice, each chapter includes introductory focus questions, a global case study, a career profile of a current practitioner, end-of-chapter discussion questions, and features that highlight how research methods can be applied to strategic communication practice. Principles of Strategic Communication is ideal as a core text for undergraduate students in strategic communication courses within media, communication, marketing, and advertising programs. The accompanying online support material features chapter summaries, useful links to examples of strategic communication in action, suggested further reading, and practice test questions. Instructors will find an instructor’s resource manual that includes sample syllabi, class activities, lecture topics, and a test bank. Please visit www.routledge.com/9780367426316.

Strategic Communication in Business and the Professions

The rise of digital media and the public’s demand for transparency has elevated the importance of communication for every business. To have a voice or seat at the table and maximize their full value, a strategic communicator must be able to speak the language and understand business goals, issues, and trends. The challenge is that many communicators don’t hold an MBA and didn’t study business in college. Business Essentials for Strategic Communicators provides communication professionals and students with the essential “Business 101” knowledge they need to navigate the business world with the best of them. Readers will learn the essentials of financial statements and terminology, the stock market, public companies, and more — all with an eye on how this knowledge helps them do their jobs better as communication professionals.

Outlines and Highlights for Strategic Communication in Business and the Professions by Dan O’Hair

Communicating successfully is crucial if an organization is to survive and recover from a crisis. Focusing on the airline industry and some of the most recent headline-making disasters, Dr. Ray looks at organizational crises, the communications strategies employed by organizations when responding to crises, and the factors that influence the effectiveness for this strategic communication. Her three-stage model of crisis stages provides a comprehensive understanding of the significant factors that affect the success of communicating in crisis situations. She shows how strategic communication is best understood and developed from a broad frame of reference, and how specific communication choices must emerge from specific situations. Corporate communications specialists at all levels in the private and public sectors both, plus executives with other management responsibilities, will find Dr. Ray’s book informative, useful, and fascinating reading.

Strategic Communication and AI

Strategic Communication: Principles and Practice guides students through the principles for planning, writing, and implementing strategic communication plans. It approaches strategic communication from how an organisation communicates across organisational endeavours. The emphasis is on the strategic application of communication and how an organisation functions to advance its mission.

Strategic Communication in Business Skills Video

This concise text provides an accessible introduction to Artificial Intelligence and Intelligent User
Interfaces (IUIs) and how they are at the heart of a communication revolution for strategic communications and public relations. Intelligent user interfaces are where users and technology meet - via computers, phones, robots, public displays etc. They use AI and machine learning methods to control how those systems interact, exchange data, learn from and develop relations with users. The authors explore research and developments that are already changing human/machine engagement in a wide range of areas from consumer goods, healthcare and entertainment to community relations, crisis management and activism. They also explore the implications for public relations of how technologies developing hyper-personalized persuasion could be used to make choices for us, navigating the controversial space between influence, nudging, and controlling. This readable overview of the applications and implications of AI and IUIs will be welcomed by researchers, students and practitioners in all areas of strategic communication, public relations and communications studies.

Studyguide for Strategic Communication in Business and the Professions by Ohair, Dan

How Strategic Communication Shapes Value and Innovation in Society

Designed for introductory business and organizational communication classes, this successful, multi-edition book focuses on helping the reader to master the four essential elements of effective communication--setting goals, knowing the audience, mastering skills, and managing anxiety. The Sixth Edition addresses current challenges to business communication created by advances in new technology, the global marketplace, shifting communication priorities, and diversity within the workforce.

Strategic Communication at Work

Changes in the global economy bring new dynamics, concepts, and implications that require digitalization and adaptation. The new “normal” has changed, and companies must adopt such strategies if they want to survive in the ever-changing business environments. Business Management and Communication Perspectives in Industry 4.0 is a pivotal reference source that provides vital research on the planning, implementing, and evaluating of strategies for the new industry standards. While highlighting topics such as artificial intelligence, digital leadership, and management science, this publication theorizes about tomorrow’s business and communication environments based on the past and present of the concepts. This book is ideally designed for managers, researchers, educators, students, professionals, and policymakers seeking current research on blending managerial and communicational concepts with a multidisciplinary approach.

Strategic Communication Theory and Practice

Strategic communication comprises different forms of goal-oriented communication inside and between organizations, their stakeholders and the society. Strategic communication is an emerging practice and research field integrating established disciplines such as public relations, organizational communication and marketing communication into a holistic framework. The field is based on an awareness of the fundamental importance of communication for the existence and performance of all organizations. This textbook offers a broad insight into the field of strategic communication. The main aim of the book is to give a general overview of theories, concepts and methods in strategic communication. The book also aims to develop an understanding of different perspectives and the consequences each one has for practice. After reading the book the student or reader will be able to define and reflect upon strategic communication as an academic field and professional practice, describe relevant theories and apply these to communication problems. The authors apply a reflective and practice-oriented approach meaning earlier research or theories are not only described, but also discussed from different critical perspectives. A practice-oriented approach means, in this book, that the authors strongly emphasize the role of contexts and situations—where strategic communication actually happens. This book will help business and communications students to not only define and understand a variety of strategic communications theories, but to use those theories to generate communication strategy and solutions.
Strategic Communication in Business and the Professions

Business acumen has emerged as a critical competency for communicators. But if you’re a public relations, advertising or communication professional that didn’t go to business school, how can you make sure you have the abilities and skills to evolve along with your role? Business Acumen for Strategic Communicators is the book for you.

Strategic Communication in Business and the Professions

A guide to strategic communication that can be applied across a range of subfields at all three levels—grand strategic, strategic, and tactical communication. Communication is a core function of every human organization so when you work with communication you are working with the very core of the organization. Written for students, academics, and professionals, Strategic Communication Theory and Practice: The Cocreational Model argues for a single unified field of strategic communication based in the three large core subfields of public relations, marketing communication, and health communication, as well as strategic communicators working in many other subfields such as political communication, issues management, crisis communication, risk communication, environmental and science communication, social movements, counter terrorism communication, public diplomacy, public safety and disaster management, and others. Strategic Communication Theory and Practice is built around a cocreational model that shifts the focus from organizational needs and the messages crafted to achieve them, to a publics-centered view placing publics and their ability to cocreate new meanings squarely in the center of strategic communication theory and practice. The author—a noted expert in the field—outlines the theories, campaign strategies, common issues, and cutting edge challenges facing strategic communication, including the role of social media, ethics, and intercultural strategic communication. As the author explains, the term “strategic communication” properly refers only to the planned campaigns that grow out of research and understanding what publics think and want. This vital resource answers the questions of whether, and how, strategic-level skills can be used across fields, as it: Explores the role of theory and the cocreational meta-theory in strategic communication Outlines ethical practices and problems in the field Includes information on basic campaign strategies Offers the most recent information on risk communication, preparedness and terrorism communication, and employment in strategic communication Redefines major concepts, such as publics, from a cocreational perspective

Business Essentials for Strategic Communicators

This book presents a comprehensive guide for public relations and strategic communication professionals and entrepreneurs to effectively manage the communication aspects of startups in the context of business in China. Drawing on interdisciplinary theories, current issues, and updated research evidence obtained from entrepreneurs and startup leaders in China, this concise volume provides research-based insights on the best practices for public relations and strategic communication in the unique context of startups. It addresses relationships with stakeholders, public relations practice, leadership communication, and how to leverage the power of social media in the entrepreneurial context. Strategic Communication for Startups and Entrepreneurs in China will be of great benefit to public relations and strategic communication scholars and practitioners, startup leaders and entrepreneurs interested in opportunities in China, and advanced students in public relations, business communication, and entrepreneurship.

Future Directions of Strategic Communication

Strategic Communication for Organizations elucidates the emerging research on strategic communication, particularly as it operates in a variety of organizational settings. This book, appropriate for both students and practitioners, emphasizes how theory and research from the field of communication studies can be used to support and advance organizations of all types across a variety of business sectors. Grounded in scholarship and organizational cases, this textbook: focuses on message design provides introductory yet comprehensive coverage of how strategy and message design enable effective organizational and corporate communication explores how theory and research can be synthesized to inform modern communication-based campaigns Strategic Communication for Organizations will help readers discuss how to develop, implement, and evaluate messages that are consistent with an organization’s needs, mission, and vision, effectively reaching and influencing internal and external audiences.
Strategic Communication: Principles and Practice

Communication and relationships sit at the centre of our hyper-connected lives, and their effective management is a strategic necessity for all organisations today. As the communication and public relations industries continue to grow globally, they offer a dynamic career for those with the right skills and knowledge. Jane Johnston and Leanne Glenny show how strategic communication and public relations plug into the social, economic and political world, creating crucial links between organisations and people. They explain how communication professionals build partnerships, motivate and engage stakeholders, manage content, media and planning, develop reputations, and troubleshoot crisis communication. Strategic Communication is a complete introduction to the fundamentals of communication and public relations for the next decade. It presents innovative and creative approaches to deliver 100 tools and tactics, over 30 theories and models, and three levels of strategy that underpin successful communication. The authors include examples from around the world, from private sector, public sector and not for profit organisations.

Business Acumen for Strategic Communicators

On business communication

Mastering Business for Strategic Communicators

Authors Coombs and Harker provide step-by-step guidance on how the strategic communication process—an integration of marketing communication, public relations, and advertising—can be applied to sports communication for individual athletes, teams, and leagues. The book is founded on the premise that the strategic communication process in sport communication is grounded in understanding the fans and sources of revenue. Looking at sports globally, it offers readers the traditional multi-step, linear approach to strategic communication message development along with the transmedia narrative transportation method, a non-linear approach that centers on narratives to engage target audiences and urge them to contribute their own material to messaging. With case studies and practical examples, it also highlights additional issues such as race and gender, social media, ethics, and athlete health. It is an ideal text for undergraduate and graduate courses in public relations or strategic communication and sport communication. An online instructor’s manual accompanies the text, including lecture slides; a sample strategic sports communication plan; a test bank; links to key web sites that discuss sports and sports communication concerns; links to case studies with class discussion prompts; sample assignments; a sample course syllabus; and suggestions for further reading.

Simply Communicate

REVEL(TM) for Strategic Communication in Business and the Professions employs four essential elements of effective communication-setting goals, knowing the audience, mastering skills, and managing anxiety—both as a framework for learning and as the necessary tools to be a successful communicator. Emphasizing the implications of cutting-edge technology to communication, the authors prepare introductory business and professional communication students for the business world of today. REVEL is Pearson’s newest way of delivering our respected content. Fully digital and highly engaging, REVEL offers an immersive learning experience designed for the way today’s students read, think, and learn. Enlivening course content with media interactives and assessments, REVEL empowers educators to increase engagement with the course and to better connect with students. NOTE: This Revel Combo Access pack includes a Revel access code plus a loose-leaf print reference (delivered by mail) to complement your Revel experience. In addition to this access code, you will need a course invite link, provided by your instructor, to register for and use Revel.

Integrated Strategic Communication

Integrated Strategic Communication (ISC) is a primer on how to influence and win the support of key constituencies and, when required, change public policy vital to an organization’s success. It presents a 10-step model for organizing and integrating communication strategies in support of strategic
initiatives. This field-tested integrated strategic communication model is the result of the author's 40 years practicing and teaching public relations and marketing communications. It also draws on his vast experience in developing and implementing communication campaigns in support of major initiatives, such as mergers, acquisitions, divestitures and new product launches. The model is also strongly influenced by an array of communication theory and research that underpins the practice of organizational communications. Simply stated, the ISC model is based on the five fundamental principles of sending the right message, using the right medium, to the right audience, at the right time and at the right place. Simple to say but difficult to do. Two main themes flow through this book. The first is that organizations must be actively engaged in the public arena when managing issues and initiatives vital to their self-interest. The second theme emphasizes the strategic use of integrated communication to influence and win the support of key publics concerned with those issues and initiatives. The term integrated is key to this approach. It means that all organizational voices – public relations, marketing, human resources, public affairs, government relations – must be focused, collaborative and coordinated in communicating the organization's overall message strategies. Whether it's a campaign to elect a political candidate or to earn stakeholder support for a merger, the issue always comes down to how effectively you make your case to your publics. We call these efforts the Big Sell because failure to sell your case to your publics can have dire consequences for the organization. Using numerous case studies, examples, diagrams and charts, the author identifies communication strategies that work and those that don't. Take for example the challenges that had confronted the Microsoft Corporation and Major League Baseball's Boston Red Sox franchise, two case histories woven throughout the book. Both were addressing issues that could have seriously affected their long-term market viability. Microsoft was confronting an anti-trust lawsuit brought by the U.S. Department of Justice (DOJ). The Red Sox franchise was searching for a new home to ensure its financial competitiveness. Both would confront serious obstacles in successfully addressing these challenges requiring developing message strategies that would appeal to numerous diverse constituencies. To remain competitive both would have to make the Big Sell. But even when you know what it is you want to say, you have to choose the medium that has the best chance of delivering the message. To select the right medium to deliver those messages you have to know who and where the target audience is. That is why understanding your target audience is a fundamental cornerstone of the ISC model. Unfortunately, even when you have targeted accurately, getting audience members attention is difficult at best. To do so requires delivering the message at a time and place when audience members are most likely to attend to it. Naturally, there is both art and science to all of this. That is what this book is all about – the art and the science of organizational communication practice in the context of a multi-step planning process that professionals can use to develop, implement, monitor and evaluate their communication efforts. Written in a lively and engaging style, Integrated Strategic Communication will prove as instructive to the experienced communications professional as it will be to the student of communication.

Strategic Communication for Organizations

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.

Strategic Communication

Combining an emphasis on skill development with an introduction to the emerging technology of the workplace, "Strategic Communication in Business and Professions," Fourth Edition, is a comprehensive survey of oral communication skills needed in the workplace. Coverage of the three contexts in which oral skills are necessary--interpersonal, group, and public speaking--the text illuminates all phases of the communication process. The text integrates a model of strategic communication through four basic skills--Set Goals, Understand the Communication Situation and the Audience, Demonstrate Competency, and Manage Anxiety--giving students the skills and opportunity to approach any workplace communication situation with confidence. The Fourth Edition also addresses the current challenges to business communication presented by new technology, the global marketplace, and diversity within the workforce. Every chapter includes “Strategic Skills,” a tool-based resource box; Ethical Issues boxes; and a List of Key Terms. "Practicing Business Communication boxes" profile organizations of different sizes, structures, and communication styles, offering students insight into the importance of communication skills.
regardless of the size/orientation of the organization. Critical-thinking skills are developed through "Strategic Challenges" boxes, which present scenarios and situations that students are likely to encounter in the workplace. Up-to-date coverage of technology is found in "Technology Tools" boxes, which give students practical insights on topics ranging from mediated communication/presentations to presentation managers.

**Strategic Communication in Crisis Management**

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.

**Strategic Corporate Communication in the Digital Age**

REVEL for "Strategic Communication in Business and the Professions" employs four essential elements of effective communication setting goals, knowing the audience, mastering skills, and managing anxiety both as a framework for learning and as the necessary tools to be a successful communicator. Emphasizing the implications of cutting-edge technology to communication, the authors prepare introductory business and professional communication students for the business world of today. REVEL is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, REVEL offers an immersive learning experience designed for the way today's students read, think, and learn. Enlivening course content with media interactives and assessments, REVEL empowers educators to increase engagement with the course, and to better connect with students. NOTE: REVEL is a fully digital delivery of Pearson content. This ISBN is for the standalone REVEL access card. In addition to this access card, you will need a course invite link, provided by your instructor, to register for and use REVEL.

**Principles of Strategic Communication**

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780205693115 .

**Revel -- Print Offer Sticker -- For Strategic Communication in Business and the Professions**

Strategic Communication at Work provides the reader with a practical approach to engaging in all types of communication—one-on-one, small group, and large group—to achieve intended results. The framework presented enables readers to make informed decisions that increase the effectiveness of their communication and enhance their credibility. Lennard presents the IMPACT Paradigm—Intending, Messaging, Presence, Attending, Connecting, and Together—in the first part of the book explaining the benefits of using a single framework for all strategic communication. The second part illustrates how to apply these principles and approach interactions with a purposeful mindset, express ideas congruently, and connect with others. The third part offers curated exercises for practicing communication skills, along with specific ways to integrate the paradigm into everyday communication interactions. The text’s clear
and practical approach will appeal to graduate students of business communication, as well as instructors and professionals interested in improving their communication skills.

Strategic Internal Communication

Never HIGHLIGHT a Book Again Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanies: 9780872893795. This item is printed on demand.

Strategic Communication in Business and the Professions Revel Access Code

The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate-level students a compilation of approaches to and studies of varying aspects of the field. The volume provides insights into ongoing discussions that build an emerging body of knowledge. Focusing on the metatheoretical, philosophical, and applied aspects of strategic communication, the parts of the volume cover: • Conceptual foundations, • Institutional and organizational dimensions, • Implementing strategic communication, and • Domains of practice An international set of authors contributes to this volume, illustrating the broad arena in which this work is taking place. A timely volume surveying the current state of scholarship, this Handbook is essential reading for scholars in strategic communication at all levels of experience.

Business Management and Communication Perspectives in Industry 4.0

Today almost everyone in the developed world spends time online and anyone involved in strategic communication must think digitally. The magnitude of change may be up for debate but the trend is unstoppable, dramatically reconfiguring business models, organisational structures and even the practice of democracy. Strategic Communication, Social Media and Democracy provides a wholly new framework for understanding this reality, a reality that is transforming the way both practitioners and theoreticians navigate this fast-moving environment. Firmly rooted in empirical research, and resisting the lure of over-optimistic communication dreams, it explores both the potential that social media offers for changing the relationships between organisations and stakeholders, and critically analyses what has been achieved so far. This innovative text will be of great interest to researchers, educators and advanced students in strategic communications, public relations, corporate communication, new media, social media and communication management.

Engaging Employees through Strategic Communication

Strategic Communication in Business and the Professions

This book is intended to help businesses recognize that communication is an important aspect of creating a successful business. The book guides businesses and managers through the why’s and how’s of communication strategy and upon completion of the book they should have a solid and customized communications strategy for their company. There are activities at the end of each chapter that will allow the reader to accomplish this. This book is all encompassing as it describes why communication is important to a business and covers communication problems, knowing your audience, and even includes the receiving end of communication. Intended to be a do-it-yourself guide, this book will teach the reader what is necessary for effective communication and they will be able to lead others in communicating successfully. It will also provide a solid background so the reader can provide training to their staff and set expectations for them to follow. The book teaches the reader that they should make time for communication efforts and those efforts should be a priority at their company. Strategic communication can increase sales, improve customer loyalty and build relationships. The book is a do-it-yourself guide for businesses who want to identify their needs and create a strategy to be effective communicators. Have you ever wanted to increase your communication efforts, but didn’t know where to start? Or perhaps your company is experiencing siloing or inconsistency in messaging. Maybe you are constantly sending and
receiving emails that go on and on or having endless conversations. The world of communications can be confusing and time consuming. Questions such as "Am I providing too much information?, "Am I sending enough information?," and "Am I reaching my intended audience?" may arise on a daily or even hourly basis. This book will take you on a journey to discover why communication is important to your company and how to create the right messages based on your audience while using an array of communication tools. You will identify common communication problems, such as having too much information, and what you can do to overcome them. You will get to know your audience and how to connect with them so your messaging makes sense and reaches whom you need it to and at the right time. You will explore the other side of communication and focus on how to get your audience to really listen and take responsibility for their role in effective communication. You also see how effective communication is connected to customer service and what you can do to improve it. In the day and age of information overload, you can probably recall numerous times when there have been major communication failures in your personal and professional life. Communicating effectively seems like it would be easy - take information and let people know about it, but in reality there are many roadblocks when trying to communicate effectively. The purpose of this book is to help you take a deep look at your company's needs, identify what is missing, what you could do better and create a strategy to get there. The book focuses on internal and external communication, so you can decide which one you need to work on the most or maybe both areas need work. The great thing about this book is it helps customize a strategy that's right for you and your business, not the guy down the street. Instead of spending hundreds and thousands of dollars hiring a consultant or a dedicated employee to achieving a successful communications strategy, you can do it yourself by following the simple steps laid out in this book.

The Routledge Handbook of Strategic Communication

Strategic Communication at Work

This is a seminal book for anyone who wants to understand, shape or study the communication surrounding sustainability in their interactions with colleagues, employees, supply chain partners and external stakeholders. It develops essential insights on the basis of an extensive review of relevant theories and research drawn from multiple disciplines. Interview data gathered from organization members who are currently communicating about sustainability in their cities, universities, nongovernmental organizations, small businesses and large for-profit organizations provide valuable insights from a practitioner’s perspective. The interviewees represent organizations such as the Portland Trailblazers, Tyson Foods, the City and County of Denver and the Natural Resources Defense Council. Theory, research and interview comments combine in a reader-friendly way to provide practical insights and stimulate future research.

Strategic Sport Communication

What is internal communication? What role does it play in contemporary organizations? What are the consequences of malfunctioning internal communication? There are many aspects of internal communication – work related, social, formal, informal, vertical, horizontal, between coworkers, between coworkers and managers, communication before and under organizational changes, internal crisis communications and so forth. We think of different forms of communication channels such as intranet, staff magazines, electronic billboards and internal television. This book interconnects these different parts and emphasizes the strategic value and importance of internal communication. We understand internal communication as an unused capital with a large potential for organizational success. Further, we understand internal communication as a basic prerequisite of organizations that is performed by all members of an organization – managers, coworkers and communication professionals. Traditionally, there has been too much emphasis on the work and function of communication professionals when internal communication is discussed, but most of the communication value is actually produced by managers and coworkers. However, communication professionals are the communication experts in organizations that strategically facilitate the organization. This book is based on a cooperation between Susanne Dahlman, senior communication consultant, and Mats Heide, Professor in Strategic Communication at Lund University. Hence, this book has a unique approach that covers both practical and academic aspects of internal communication. This book is a response to the demand for a book that covers the strategic
aspects of internal communication in practice, and as such is ideal reading for both practitioners and advanced students.

Strategic Communication, Social Media and Democracy

Engaging Employees through Strategic Communication provides a detailed overview of employee communication and its evolution as a tool to drive employee engagement and successful change management. Approaching the subject with the philosophy that internal audiences are essential to the success of any strategic communication plan and business strategy—particularly as they relate to driving change—Mark Dollins and Jon Stemmle give readers a working knowledge of employee communication strategies, skills, and tactics in ways that prepare students for careers in this rapidly expanding field. Providing the tools necessary to evaluate the impact of successful employee communication campaigns, they put theory and cutting-edge research into action with practical examples and case studies sourced from award-winning entries judged as best-in-class by the International Association of Business Communicators (IABC), the Public Relations Society of America (PRSA), PRWeek, and PRNews. The book is ideal for undergraduate and graduate students in internal, corporate, or employee communication courses and will be a useful reference for practitioners who want to understand how to carry out effective employee communication engagement and change-management campaigns.

Strategic Communication

Let’s Talk Society – and the society we’re talking about is in transition to a green and sustainable society, an inclusive society, and an innovative and reflective society. What is our role as communication professionals in all of this? How can we foster public debate? This book addresses these challenges and offers some answers.

Outlines and Highlights for Strategic Communication in Business and Professions by Dan Ohair, Isbn

"This book explores the theoretical and practical aspects of managing and solving conflicts and introduces updated approaches for refining communication and leadership skills. Featuring coverage on a broad range of topics such as emotional intelligence, organizational crises, and virtual team management"--

Strategic Communication

The focus of this book is Strategic Communication. Communication can be defined as strategic if its development and/or dissemination is driven by an expected outcome. These outcomes can be attitudinal, behavioral, persuasive or knowledge-related; they can lead to change or engagement, or they can miss their mark entirely. In looking at strategic communication, one is not limited to a specific context or discipline. Many of the scholars in the volume are generating research that covers strategic communication in ways that are meaningful across fields. This volume collects the work and idea of scholars who cover the spectrum of strategic communication from source to message to audience to channel to effects. Strategic Communication offers news perspectives across contexts and is rooted firmly in the rich research traditions of persuasion and media effects. Spanning multiple disciplines and written to appeal to a large audience, this book will be found in the hands of researchers, graduate students, and students doing interdisciplinary coursework.

Handbook of Research on Strategic Communication, Leadership, and Conflict Management in Modern Organizations

The most successful communication professionals today are no longer just communication experts. They are also masters of business. To serve as trusted advisors to the C-suite and to collaborate across the enterprise means having a strong grounding in business acumen. Mastering Business provides strategic communications and public relations students and professionals with expert insights and advice into the various major business functions and departments from an assemblage of top strategic communication leaders representing some of the world's leading brands. In a collection of more than 20 essays from
current and former Chief Communications Officers (CCOs), the authors show us the business areas that communicators help convene, integrate and translate across their enterprises and to external stakeholders. Each essay features a Career Spotlight by the CCO and a C-suite View response from a colleague and business leader, including top CEOs, presidents and CFOs. Collectively, this book provides readers with a rare view of the leadership roles played by top strategic communicators inside some of the most well-known brands and organizations.

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