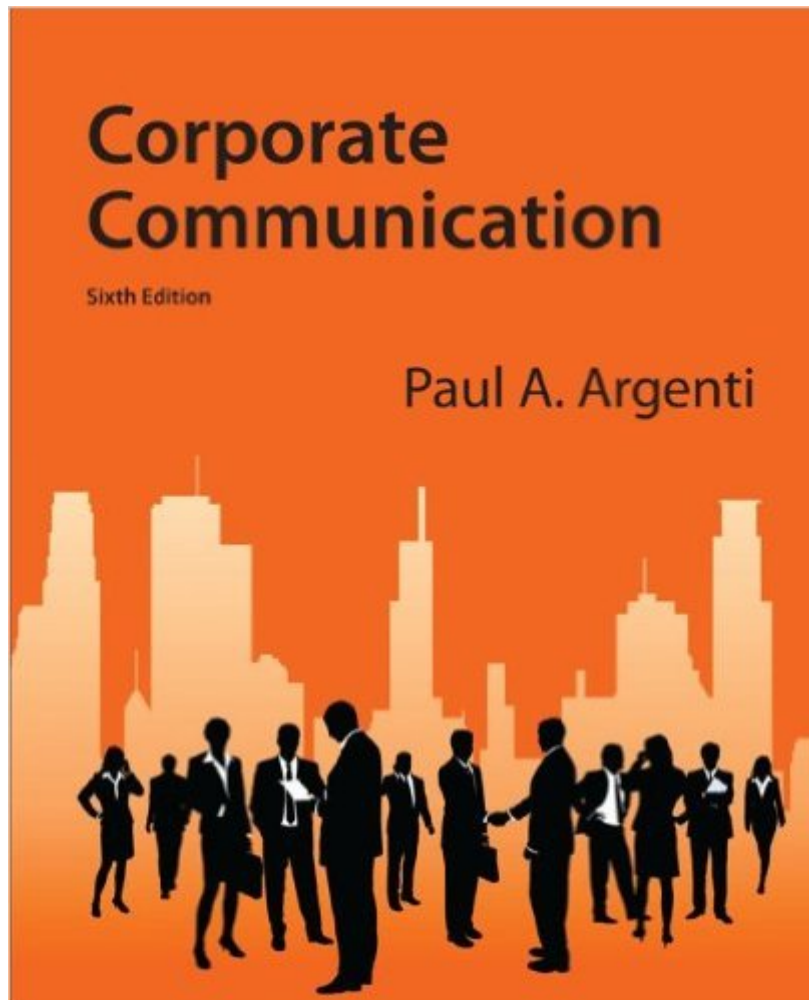


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Corporate Communication



Synopsis

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.

Book Information

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Customer Reviews

The IMPORTANCE of Corporate Communication, November 3, 2012ByPeggy Lucero - See all my reviewsThis review is from: Corporate Communication (Paperback)6th Edition, 293 pages + index, by Paul A. ArgentiHaving worked as a law librarian in the private sector for over a decade at the start of my career, I developed the skill of identifying subject matter experts and great books on topics attorneys needed to get up to speed on. Finding this business book has happily demonstrated the continued competence I have in this regard. This book will absolutely leave the reader far better informed about corporate communication and in the process be an enjoyable and enlightening investment of one's time. What's not to like?Professor Argenti comes to his book from a well-worn path of business communication experience. Back in 1981 when things kicked off for Professor Argenti at the Tuck School of Business at Dartmouth he focused on corporate communication by dealing with the media. As life in business progressed, the topic of corporate communication evolved to encompass all communication situations. Today a centralized, integrated

communication effort has proved to be The successful practice. In the 2012 U.S. News & World Report Best Business Schools ranking, where USN&WR surveyed 441 M.B.A. programs to gather the information used in their ranking of top business schools, Dartmouth is listed in the Top Ten. For students of or practicing professional within corporate communication who are focused on the demands and proven methods of corporate communication, the topics covered in the 10 chapters will deliver relevant, compelling and timely information. In the dynamic landscape of business only the paranoid and nimble will thrive.

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