



A Practical Guide to Corporate Communications

By Bolu John Folayan

LAP Lambert Acad. Publ. Okt 2011, 2011. Taschenbuch. Book Condition: Neu. 219x149x15 mm. This item is printed on demand - Print on Demand Neuware - A Practical Introduction to Corporate Communications is written to ground students and professionals in the art of using communication to achieve corporate objectives. It is written in do-it-yourself style, with practical examples and tasks to help the user learn how to network people, process and plans in order to enhance business growth. The author distinguishes corporate communication as a distinct and increasingly important genre of public relations and takes the reader through the basics of public relations, research, analysis, budgeting, objectives, strategy, tactics, implementation and control. A generous section of the book discusses the practice of media relations. Typical challenges in developing and managing corporate communications programs for small, medium and giant business organizations are presented in major sections of the book. 140 pp. Englisch.



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