

# Present-Day Corporate Communication

**A Practice-Oriented, State-of-the-Art Guide**

Ladenpreis: 43,99EUR

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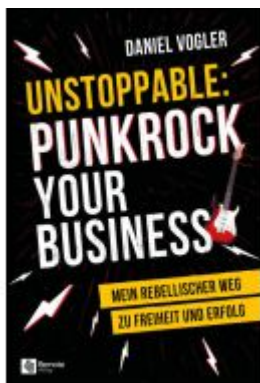
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<https://shop.lexisnexis.at/present-day-corporate-communication-9789811304019.html>

## **Details**

This book serves as an easy-to-read, up-to-date practical guide on professional corporate communication. The key market for this book is the Asia-Pacific region, mainly because there is a gap in know-how in corporate communication among many industry sectors. In addition, at present, one cannot find a lot of educational literature about corporate communication in the market. Therefore, this guidebook closes that gap. In Asia, companies are starting to realize the importance of corporate communication in all areas (external and internal corporate communication, crisis communication (Example: TEPCO) and political communication / government relations / lobbying). This is triggered not only by the recent high profile and success of targeted (political) communication in the USA, but also by the notorious export-orientation of many Asian companies and their increasingly multi-national orientation (fostered by M&A and foreign investments). In addition, the increasing importance of online communication and digital/social media is an important reason why existing guidebooks on corporate communication have to be reassessed and modernized. This book focuses on all major aspects of modern corporate communication, including online / digital communication, and covers new developments, such as "fake news", "post-truths", "political correctness", "the art of bridging" and other new phenomena in the world of (corporate) communication. Simple cartoon-style drawings supplement the text in order to facilitate reading and learning. Corporate communication professional, as well as students and professors in business/management programs, will be given tools to effectively and successfully plan and implement corporate communication strategies and tactics in all major areas.

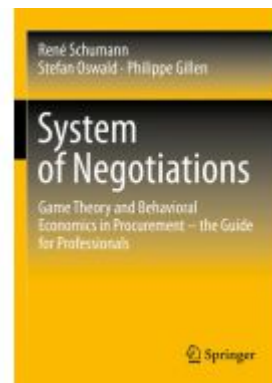
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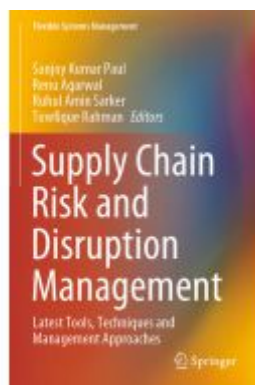
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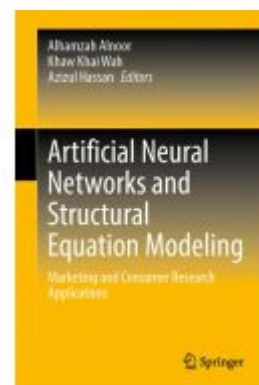
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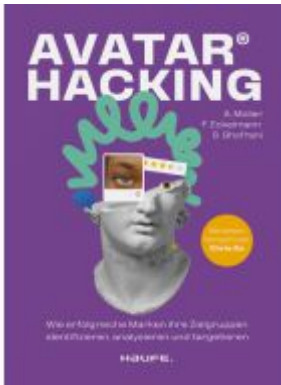
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