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Corporate Communication by Paul A. Argenti, shows us the importance of a corporate Communication function in a firm. Through this book he explains who all are the different constituencies of a communication, and how a firm's communication strategy has to vary according to the interests of these constituencies.

Corporate Communication by Paul A. Argenti

Book Description McGraw-Hill Education - Europe, United States, 2015. Paperback. Condition: New. 7th edition. Language: English. Brand new Book. Corporate Communication stresses the importance of creating a coordinated corporate communication system, and describes how organizations can benefit from important strategies and tools to stay ahead of the competition.

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ers will come across in this and other books on corporate communication and that form, so to speak, the vocabulary of the corporate communication practitioner. Table 1.1 briefly defines the concepts, and also shows how these relate to a specific organization - in this case, British Airways. TABLE 1.1 Key concepts in corporate communication ...

DEFINING CORPORATE 1 COMMUNICATION

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