

Introduction To Internal Communications

The Third Edition of this market-leading text has been updated and expanded with contemporary case material and more detailed coverage of the main topics and trends in corporate communication. New to the Third Edition: - New chapters on strategic planning and campaign management, research and measurement and CSR and community relations - Greatly expanded coverage of key areas: internal communication, leadership and change Communication, issues management, crisis communication and corporate branding - Other topics to receive new coverage include: public affairs, social media, internal branding and issues of globalization. - New and up-to-date international case studies, including new full-length case studies and vignettes included throughout the chapters. - Further reading and new questions-for-reflection will provide the reader with a means to challenge and further their understanding of each of the topics in the book. - Online teaching material for lecturers and students including: instructors manual, PowerPoint slides and new international case studies of varied length, SAGE Online journal readings, videos, online glossary and web links Praise for the Second Edition: "This is a must-have reference book for Chief Executives, Finance Directors, Corporate Communicators and Non-executive Directors in this "involve me" era of stakeholder engagement and corporate communications. How I wish I had had this book on my desk as a Chief Reputation Officer!" - Mary Jo Jacobi, Former Chief Reputation Officer of HSBC Holdings, Lehman Brothers and Royal Dutch Shell "This is a comprehensive and scholarly analysis of corporate communications. It will offer students and practitioners alike a considerable aid to study and understanding which will stand the test of time in a fast changing business" - Ian Wright, Corporate Relations Director, Diageo

Effective internal communications is a much neglected area in the world of business. While most organizations recognize that the external communication between customers and shareholders is crucial to the success of a business, very few consider the implications of their internal communication or develop a clear strategy for it. So while management decisions may be perfectly rational, badly executed communication can leave staff across the organization confused, worried or disinterested. Strategic Internal Communication offers a complete approach to building engagement, performance and cultural integration in any organization. It looks at the relation between the traditional silos of internal communication, HR and employee engagement and demonstrates, using the new Dialogue Box approach, how to use communication more effectively and strategically to break down these barriers.

Thought-provoking and accessible in approach, this updated and expanded second edition of the Internal Communications: A Manual for Practitioners (PR In Practice) provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to info@risepress.pw Rise Press

This book on business management combines theoretical knowledge with practical examples Agility and internal communication are two important competencies for modern business management. They should already be taught during studies so that upcoming managers are prepared for the challenges of management tasks at an early stage. This book on corporate management is an excellent tool for teaching current leadership concepts. Especially the combination of theoretical knowledge with practical case studies makes it interesting not only as a basis for exams for students, but also as a reference book for managers in companies. Theoretical knowledge, practically imparted A major strength of this book on business management is its bridge between theoretical knowledge and tips on how to implement practical concepts in businesses. Thus, not only students benefit from the imparted knowledge of this book, but also managers and employees from the following departments: Corporate Development Strategic controlling Legal and Compliance change management human resources Communications Management Current scientific discussions on internal communication and agile management are taken up and explained clearly using practical examples. Recent developments in this professional field are included. The book deals with these topics In their book on business management, the authors deal with the following topics, among others: Fundamentals of corporate management Introduction to communication-based management theory Perspectives of internal communication in the context of agile management Tasks of corporate management Factors of leadership communication, including normative leadership, strategic controlling and innovation management Outlook for future developments in internal communication

Corporate Culture and the Introduction of Information Technology

Handbook of Research on Effective Communication, Leadership, and Conflict Resolution

How to Build Employee Engagement and Performance

A Manual for Practitioners

Exploring Internal Communication

CIM Post-grad Diploma

Global competition, corporate downsizing and corporate restructuring have forced many firms to reevaluate their operating methods. Today, corporations must do more with less while still watching the bottom line and improving profitability. ISO 14000 and ISO 9000, because of their similar management system requirements and auditing procedures, are g Use these techniques to improve staff performance! Internal Relationship Management: Linking Human Resources to Marketing Performance shows how businesses can develop and maintain positive interactions between managers and employees. This book provides cutting-edge research on the management of internal customers (i.e., employees) that offers practical suggestions to improve internal service, employee performance, and—ultimately—external marketing performance. This useful resource contains many special features to augment the text, including tables, figures, and models. Internal Relationship Management explores key issues, such as: internal relationship management—managing relationships with internal customers human resources activities—actions taken to influence employee attitudes and work-related behaviors career entry—the initial stages of the internal relationship management process organizational support—services provided to employees in an effort to support them With this book, you'll gain a better understanding of: boundary spanners' appraisals of career entry transition—from telecommunications, insurance, manufacturing, accounting, and retail firms the recruitment, selection, and retention of customer-contact service employees how internal communication processes affect boundary spanners' satisfaction with organizational support services employee branding—employees internalize the firm's desired brand image to project it to customers and external stakeholders the internal customer mindset—the importance employees place on serving internal customers The authors of Internal Relationship Management are established scholars in both marketing and management, providing an integrated, state-of-the-art perspective on how internal relations affect marketing performance. This book presents extensive research and case studies to emphasize how employee satisfaction results in customer satisfaction.

Introduce your students to the exciting world of business.

A core text book for the CIM Qualification.

A Guide to Theory and Practice

Gower Handbook of Internal Communication

Theories, Perspectives, and Stakeholders

Influential Internal Communication

Internal Communications

Internal Marketing

*Praise for The IABC Handbook of Organizational Communication "Looking to expand your professional abilities? Learn new skills? Or hone your area of expertise? This book delivers an amazing and practical study of our profession—and a guidebook for strategic communication best practices. The Handbook explores the many aspects of our profession with expert insights of the best of the best in communication."—John Deveney, ABC, APR, president, Deveney Communication "Chalk up a win for Team IABC. Editor Tamara Gillis has assembled a winning lineup of the best communicators to compile this useful, readable Handbook. Not another how-to-do-it tactical manual, this volume draws from theory and global best practices to explain the strategic reasons behind modern communication. A must-read for anyone interested in understanding the communication profession and a useful desktop companion to the professional communicator's dictionary and style guide."—William Briggs, IABC Fellow and director, School of Journalism and Mass Communications, San Jose State University "It is a real pleasure to read this latest version. It presents a sound, research-based foundation on communication—its importance to organizations, why the function must be strategic, and what it takes to get it right."—John G. Clemons, ABC, APR, corporate director of community relations, Raytheon "All myths about organizational communicators being brainwashed, biased corporate journalists are out the window. This stellar compendium from dozens of authors, researchers, and editors of high professional stature is timely and forward-thinking. Communication students particularly will benefit from understanding the complex disciplines that intertwine and drive effective organizational communication."—Barbara W. Puffer, ABC, president, Puffer Public Relations Strategies, and associate professor and course chair, Communications Studies and Professional Writing, University of Maryland University College **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.***

The fifth International Telework Workshop was held in Stockholm in the fall of 2000. The conference was attended by almost 100 participants from all continents of the world. It therefore covered a broad range of subjects relating to Telework. Its success was in some part due to the work of the program committee composed of Birger Rapp (General Chairman), Maarten Botterman, Geoff Dick, Gil Gordon, Ursula Huws, Paul Jackson, Peter Johnston, Patricia L. Mokhtarian, Victor de Pous, Lars Qvotrup, Wendy Spinks and Reirna Suomi. After the conference we decided to write a book on the theme "Organization and the future after 2000". Many of the participants as well as others were invited to contribute a chapter of about ten pages. The resulting book of almost 400 pages therefore provides a comprehensive overview of ongoing research in the field of Telework. Birger Rapp and Paul Jackson edited the book. The intended audience for this book spans disciplinary and professional boundaries. It primarily relates to the disciplines of Business and Management Studies, Information Management, E-commerce and E-business. In a broader sense, it relates to Sociology, Media Studies and Economics.

This volume utilizes empirical and theoretical approaches to shed light on an exciting set of emerging, stimulating new uses of technology that stretch creativity beyond conventional limits.Understand how the social media revolution is pushing boundaries and challenging anyone involved in the management of people.

A Manual for Practitioners (PR in Practice)

Using strategic communication to improve well-being and organizational success

Crisis Awareness, Leadership and Coworkership

A Practitioner's Guide to Implementing Cutting-Edge Methods for Improved Workplace Culture

Internal Communication Management

Environmental and Quality Systems Integration

Get internal communications right in your organization and the benefits are clear: motivated staff, better financial performance, a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters. Internal Communications explores what good practice in internal communications looks like, providing a no-nonsense, step-by-step approach to devising an internal communications strategy. Written by experts with extensive experience as consultants and in-house leaders in the private, public and not-for-profit sectors, Internal Communications covers how to build an internal communications team and plan; devise messages and decide which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization. Supported by easy to follow models, example explanations of the core theory, and case studies, it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization.

A superb historical analysis of the philosophical and technological forces that led to the development of communication genres and processes in the modern American corporation.

This textbook provides an overview of the core concepts, theories and methods in strategic communication, using examples from research and experiences from practice. Strategic Communication begins by explaining the fundamental concepts related to communication, organizations and strategy, and then explores the communication processes within leadership, reputation, crisis and change. The authors work to present a framework for the future, underpinned by the concept of Communicative Organizations. The content of this 2nd edition has been fully updated to incorporate the latest research and practice examples, including a new chapter on 'The Future of Strategic Communication'. The new edition also features enhanced pedagogical features to aid learning, such as key takeaways, and new international case studies and examples throughout. 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. It is primarily aimed towards Undergraduate students studying Strategic Communication, Corporate Communications, Public Relations and Marketing, as well as reflective practitioners looking to gain a more thorough and applied introduction to the field.

Streamline your organization's communication with the powerful and easy-to-follow methodology presented in this book, featuring insight from experts including Simon Sinek and Brené Brown. Better communication will mean better business practice company-wide as well as increased employee engagement, happier clients and customers, and stronger profits. As the title suggests, Influential Internal Communication proves just how influential internal communications (IC) is, and the measurable impact it has on an organization's growth. For many organizations, IC often slips down the list of priorities when there are high pressure, high stakes business situations to cope with. This causes a sense of chaos and confusion within the organization that will - eventually - permeate to external customers and clients. Influential Internal Communication presents a clear, adaptable methodology that will help readers understand, diagnose and fix their own communication challenges, thereby transforming the chaos into calm. Backed up with data and statistics from industry reports on workplace culture, Influential Internal Communication is based on The Field Model and draws on research with CEO's, some of the best insights into people, organisations and chaos. The theory is backed up with real world case studies, showing how chaos can impact a range of organizations of varying size and industry. Written by the 2020 President of the Chartered Institute of Public Relations (CIPR), Influential Internal Communication will streamline any organization's IC practices, and help to drive engagement, efficiency and profit across the board.

An Introduction to Theory and Global Practice

Towards Informed Employee Voice

An Introduction

Control Through Communication

BTEC Introduction to Business, Retail & Administration

Critical Factors for the Successful Introduction of Internal Communication Portals in the Retail Sector

In order for an organization to thrive, it is essential to develop key strategies for interaction, leadership, and management within diverse settings. Refining these skills ultimately aids in the arbitration of any potential conflicts that may arise during intra-organizational interactions. The Handbook of Research on Effective Communication, Leadership, and Conflict Resolution evaluates operational strategies and interpersonal skill development for the successful leadership and management of modern organizations. Highlighting various governance and interaction techniques that assist in mediating organizational controversies, this handbook of research is a vital source for professionals, leaders, managers, and human resource specialists interested in developing skills needed to efficiently communicate, collaborate, and negotiate across differences within an organization.

This book integrates theories, research insights, practices, as well as current issues and cases into a comprehensive guide for internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders. Important topics such as engagement, trust, change communication, new technologies, leadership communication, ethical decision making, transparency and authenticity, and measurement are discussed. The book concludes with predictions of the future of internal communications research, theory development, and practices.

This volume is a major contribution to the trans-national debate on public relations research and communication management. It presents dominant concepts and findings from the scientific community in Germany in English language. At the same time, the compilation contains a selection of the most influential and relevant approaches from European and international researchers. Editors and contributors are renowned academics from all over the world. This books honours Guenther Bentele, one of the international spearheads of public relations research, and gives academics, students and communication managers a focussed insight into the field.

A comprehensive guide to managing communication within organisations, the Handbook recognises Internal Communication's continued growth as a management discipline. It is aimed at leaders who want insight into IC techniques for use in both day-to-day operational and change situations, for example, and also at the communication specialist seeking shared wisdom and new ideas. Early chapters examine changes in the strategic context in which today's IC departments are operating. These include organisations' increasing need for innovation and responsiveness in a superfast changing environment; employees' increasing assertion of rights and personal requirements at work; management's increasing recognition of the importance of corporate reputation/brand value, particularly how to sustain and

extend it; and finally, the effects on work and management patterns of digital communication. Step-by-step guides introduce the reader to creating IC strategies and to carrying out research and measurement.

Public Relations Research

2 Delivering customer value through marketing 2012

4 Managing corporate reputation 2012

A Strategic Approach

Effective Internal Communication

Exploring Public Relations

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.

Exploring Public Relations is the definitive academic text on Public Relations. This second edition continues to provide a critical analysis of the subject and a sophisticated blend of theory with real life, and includes many case studies, activity exercises, discussion questions and full colour photographs to illustrate the discussions in the text.

We live in a crisis society, with traditional media responding on a minute-by-minute basis on daily, seemingly inevitable, organizational crises. Whether crises have become more prevalent or we're simply more aware of them, they are now of great concern to organizations and crisis management and communication is a priority. Most organizations have a crisis response plan; many have dedicated crisis and security management staff. Yet much of the emphasis has been on action outside of the organization. Neglecting communication between managers and employees, they risk poor, inconsistent crisis management and the very real possibility of crisis escalation. Crisis management, like charity, begins in the home. Internal Crisis Communication is one of the first guides to communication inside organizations, before, during and after a crisis - not just on the acute crisis phase - to provide a complete and holistic guide for managers that will help them manage and contain crises. It includes an in-depth real-life case study, referred to throughout, from the author's own experience, which makes practical application explicit and the methodology clear. Strengthened by rigorous academic research and tested in real-life crisis situations, the methods included in this book will be invaluable for communication professionals, security officers and crisis managers, as well as valuable reading for students and researchers interested in crisis and risk management.

Design and implement an internal communications strategy that will improve communication, motivation and performance in your organization.

Strategic Communication

Internal Crisis Communication

Streamline Your Corporate Communication to Drive Efficiency and Engagement

Corporate Communication

Strategic Internal Communication

Successful relationships with publics are based on how people are treated, so public relations should help foster happiness and joy and by that improve organisational success and the well-being of people. This book explores how public relations contributes to the well-being of its publics and presents findings from current research in the field.

Exploring Internal Communication has long been the go-to publication for internal communication, public relations and human resources practitioners who want their practice to be grounded in research and guided by evidence-based advice. The new fourth edition has been comprehensively updated throughout to reflect the latest practices in internal communication. Notably, the use of social media within organisations is covered in recognition of the increasing integration of digital platforms such as Workplace by Facebook, Slack and Yammer. A greater understanding of the different communication roles played by line managers and senior managers is emerging, and this is explored to help those managers understand what is expected of them and how to succeed as they communicate within this changing environment. And, the demands of channel management are becoming increasingly complex; this edition helps practitioners negotiate this complexity. Enriched with models, tips and case studies, this book is an indispensable tool for both students and practitioners alike.

This book traces the development of internal marketing from initial conceptualisation through to the current issues. It identifies both significant underlying tensions between major theorists and areas in which new perspectives may enrich our understanding of this crucial subject. Internal marketing is the use of traditional strategies by organisations to market themselves to their employees. Presented in bite-sized sections, each of which dissects the most important themes and concepts underpinning the subject, this book explains how subsidiary areas of study have emerged and suggests how the introduction of concepts and perspectives from channel management literature can help analyse the dyadic encounters in which internal marketing takes place. Brown critically extends the scope of internal marketing theory yet further by presenting and analysing new interview transcripts to suggest that internal demarketing – an organisation making itself less attractive to its employees – may sometimes be undertaken intentionally. Internationally applicable and highly accessible, Internal Marketing is perfect for students, teachers, and researchers with an interest not only in internal marketing, but also in employer relations, internal branding, employer branding, and internal communications. It uses clear language and gradually introduces the reader to more sophisticated theoretical concepts step by step, with a uniquely focused, critical, and comprehensive thematic coverage of internal marketing and its extensive theoretical outputs.

Thought-provoking and accessible in approach, this updated and expanded second edition of the Internal Communications provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to info@risepress.pw Rise Press

Theory and practice of communication-centered management

Marketing Communications

Linking Human Resources to Marketing Performance

The Rise of System in American Management

Joy

Internal communication and corporate management

This third edition of Exploring Internal Communication includes new chapters on the history of internal communication, the evolution of employee engagement, the current state of practice, change communication, storytelling, research and measurement, an internal communication measurement dashboard, intranet management and internal social media. It argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously. The book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement.

This book offers a remarkable collection of chapters, written by the leading scholars in CSR and employee engagement. Using the existing literature, new empirical studies, case studies and thought-provoking insights, this collection of authors discuss why and how to engage employees in CSR and through CSR. Employee engagement in Corporate Social Responsibility focuses on engaging employees in socially responsible initiatives with three major parts of the book: the antecedents that lead to employee engagement in CSR; the processes and opportunities to involve employees; and the impact of the above on employees, the company, non-profit organisations and society. This book contributes to both research and managerial practice by presenting cutting edge knowledge from leading CSR scholars and practitioners.

Internal CommunicationsA Manual for PractitionersKogan Page Limited

How many marketing messages do you think you see a day? Why do some stick with us more than others? Why do we all remember the Cadbury's gorilla drummer or the Budweiser Frogs? What do they say about the brand? How will you communicate your own marketing messages just as successfully? In this textbook, John Egan draws on years of both industry and academic experience to explain the why as well as the how of marketing communications. It covers all the essential topics that are relevant to your marketing communications course in a relatable and easy-to-read style. 'Insight' boxes provide insight into some of the latest industry practices, and with engaging examples ranging from HSBC to James Bond, to the Arab Spring and One Direction, this textbook will not only provide you with a solid foundation for working in 'marcoms'; it will make your study fun along the way. For those looking to get ahead of their classmates and other job candidates, the textbook includes coverage of topical issues such as new technologies, ethical marketing and the regulatory environment to help you consider some of the cutting edge debates for assignments and future employment. There is also a companion website with additional study materials to help you go one further and stay ahead of the pack: study.sagepub.com/egan This textbook is essential reading for all marketing communications courses at undergraduate and postgraduate levels as well as professional courses in Marketing.

The IABC Handbook of Organizational Communication

Organisation and Work Beyond 2000

Excellence in Internal Communication Management

Internal Relationship Management

European and International Perspectives and Innovations

A Guide to Internal Communication, Public Relations, Marketing, and Leadership

Public Relations Planning provides students with an in-depth understanding of the steps involved in planning and executing a successful PR campaign. Taking a strategic approach to the subject, the author brings years of practical experience to the project, helping students see how it all fits together in reality. The book goes beyond an introductory discussion of the theory of PR planning, incorporating material from cutting-edge research in the field. A discussion of the psychological aspects of communication, material on in-house/employee communication, as well as a chapter dedicated to discussing how social media strategies fit into a PR campaign, give students a real edge when it comes to executing an effective campaign. Plenty of global examples and a companion website featuring PowerPoint slides, a test bank, and answer key for end-of-chapter questions round out this excellent resource for students of public relations and corporate communication.

Digitization has led to a revolution in the retail sector. Terms such as big data, automation, artificial intelligence and connectivity are commonly used to describe ways of working, work content and professions. Along with the concomitant increase in importance of data connectivity and the knowledge potentially resulting therefrom comes an increase in internal portal solutions. Companies anticipate the digital workplace to bring about new, more agile ways of working. In this study internal corporate communication is viewed in the context of the behavioral theory of the firm according to Cyert und March and the symbolic interactionism theory according to Blumer. Critical factors for success of portal-based internal corporate communications of retail companies registered in Germany were investigated and, based on the results, recommendations for managers who are responsible for introducing a communication portal were formulated. Previously overlooked in the workplace, this book explores how internal communication is conducted across the different sectors and in organisations of differing sizes and complexity.

A comprehensive guide to managing communication within organizations, the Handbook recognises Internal Communication's continued growth as a management discipline. It is aimed at leaders who want insight into IC techniques for use in both day-to-day operational and change situations, for example, and also at the communication specialist seeking shared wisdom and new ideas. Early chapters examine changes in the strategic context in which today's IC departments are operating. These include organizations' increasing need for innovation and responsiveness in a superfast changing environment; employees' increasing assertion of rights and personal requirements at work; management's increasing recognition of the importance of corporate reputation/brand value, particularly how to sustain and extend it; and finally, the effects on work and management patterns of digital communication. Step-by-step guides introduce you to creating IC strategies and to carrying out research and measurement.

Employee Engagement in Corporate Social Responsibility

CIM Professional Diploma

Public Relations Planning

Social Media in Human Resources Management