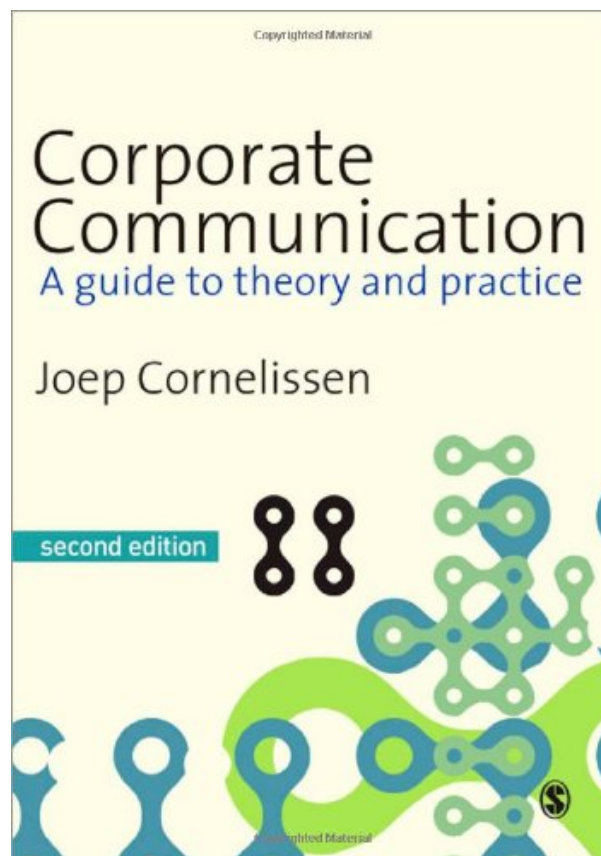


CORPORATE COMMUNICATION: A GUIDE TO THEORY AND PRACTICE BY JOEP P. CORNELISSEN



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Corporate Communication

A guide to theory and practice

Joep Cornelissen

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Review

'Corporate Communication offers something that most of the other titles currently on the market do not - readability combined with depth. The book's mixture of theory and practical examples not only explains how and why certain techniques work, but also shows students of the subject how to use them effectively...useful information [is] split up into bitesize, manageable chunks. this makes the content not just stimulating, but memorable too. One gets the feeling that if this book were to be introduced on to the reading list for all students of the subject, the future of corporate communications would surely be in safe hands.'

Richard Morgan

Communication Director

Praise for the First Edition:

'This is the text that practitioners, academics, and students in corporate communications have been waiting for' - Phil Harris, Professor of Marketing, University of Otago and International Director of the European Centre for Public Affairs in Brussels

About the Author

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Incorporating current thinking and developments in the field from both the academic and practitioner worlds, the Second Edition of this bestseller combines a comprehensive theoretical foundation with numerous practical examples.

The Second Edition features:

- New chapters on stakeholder management and communication, corporate identity, image and reputation, internal communications and change, media and investor relations and issues in crisis management
- New case vignettes and cases of corporate communications in US and European companies
- An integrated case (Toyota) at the end of the text connecting all the different themes of the book.

Praise for the First Edition:

'A welcome and important addition to the limited writing already available on corporate communication. The book focuses correctly on the strategic management perspective necessary for an understanding of this area. It will be of enormous help to practitioners and academics in their quest to understand what may well be the most important functional area for most corporations in the coming years' - Paul A Argenti, Professor of Management and Corporate Communication, The Tuck School of Business at Dartmouth, USA

'This is the text that practitioners, academics, and students in corporate communications have been waiting for. The book is accessible, comprehensive and is well balanced in discussing both theoretical and practical perspectives upon corporate communications. It is simply a must-read for those who want to be at the cutting edge of corporate communications' - Phil Harris, Professor of Marketing, University of Otago and International Director of the European Centre for Public Affairs in Brussels

- Sales Rank: #2516863 in Books
- Brand: Brand: SAGE Publications Ltd
- Published on: 2008-05-29
- Original language: English
- Number of items: 1
- Dimensions: .60" h x 6.60" w x 9.40" l, 1.10 pounds

- Binding: Paperback
- 296 pages

Features

- Used Book in Good Condition

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1 of 1 people found the following review helpful.

Excellent for Corporate Communication as All Levels

By Russell R. Corrie

This book truly captures both the practical and conceptual practices of Corporate Communication. If you are new to the field, it is a great book to give you background and case studies on Corporate Communications. If you have been doing this for years, the book gives a fresh up-to-date look into how businesses communicate in today's world.

3 of 4 people found the following review helpful.

Unless you have to read it...

By Amazon Customer

As a student, this might be required reading. But if you are looking to refresh yourself in corp comm principles, you really should look elsewhere.

This is one of the most uninteresting, uninspired works regarding corporate communication. As mentioned already, the research put into this volume is seriously lacking complexity. The views are narrow and unhelpful in the real world. Nothing new is in this book - it's a regurgitation of other people's work in Cornelissen's words.

One piece that is important to note: this is incredibly dry text. Even the more interested scholar will get bored reading this. Cornelissen's writing style will put you to sleep. And in the end, readability should always be a major factor on the material you buy!

2 of 3 people found the following review helpful.

One for students maybe, but not practitioners

By Rodney Gray

Yet another textbook in the field, this one is not recommended as being of value to internal communication practitioners. It has a very limited definition of what communication is about (no hint of influencing behaviour), no distinction between communication (without an "s") and communications (with an "s"), a strong focus on programs, and too little on the management of organizational communication processes for my liking.

What is most disturbing for a book which is half about corporate "practice", is that in 242 references I could see only two references (Clutterbuck and Pincus) to the work of the countless practitioners and researchers who have written for publications and spoken at conferences of the IABC and Strategic Communication Management. Ignoring the work of the likes of gurus such as D'Aprix, Holtz, Larkin, Lee, Quirke, Sanchez, Shaffer, Sinickas, Smythe, Thomson, Williams et al constitutes a gigantic blindspot.

On the other hand, it is pleasing to see references to the work of academics and researchers outside the communication field (e.g. Ansoff, Collins and Porras, Hamel, Heskitt, Katz and Kahn, Kotler, Kotter, Mintzberg, Pfeffer).

One of the problems of this text, at least in my view, is that it attempts to treat both internal and external communication together throughout. But the characteristics of these different audiences are so great as to justify separate treatment.

The case study on Starbucks' reputation suggests that the author has not read (or has chosen to ignore or dismiss) Klein's "No Logo" which paints an altogether different picture of the global coffee giant's approach to business.

The book does have a comprehensive and useful glossary, but a few of the items will raise a chuckle. For example, "internal communications: all methods (internal news letter, intranet) used by a firm to communicate with its employees". As I said above, a program focus.

Unless you feel you need a grounding or refresher in the theory and jargon of the profession (especially of strategy and structure), this book is not recommended for practitioners.

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