



Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management

By Cees B.M. Van Riel, Charles J. Fombrun

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This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication.

The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation.

Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

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Review

"In the past decade Charles Fombrun and Cees van Riel have succeeded in making reputation relevant to professional experts and the corporate boardroom alike. In years to come reputation management will become as indispensable to the corporate world as accounting and business management are right now."--*Jules Prast, Executive Vice President & Global Director of Corporate Communications, Royal Philips Electronics*

"This volume offers a sophisticated how-to guide, modeling the flow and language that architects of communication systems could immediately apply with precision and skill." -- *Choice*

About the Author

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