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The SAGE Encyclopedia of Corporate Reputation Craig E. Carroll
2016-05-31 What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and organizational psychology, and sociology. As a formal area of academic study, it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediatized environments create new challenges, pitfalls, and opportunities for organizations. Successfully engaging,

dealing with, and working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although organized A-to-Z, a thematic "Reader's Guide" in the front matter groups related entries by broad areas A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in

the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader's Guide and Cross-References to provide thorough search-and-browse capabilities

International Review of Industrial and Organizational Psychology 2010

Gerard P. Hodgkinson 2010-02-04 This is the twenty-fifth volume in the most prestigious annual series for the field of industrial and organizational psychology. Continuing the tradition of providing scholarly, up-to-the-minute reviews and updates of theory and research, this volume surveys developments in such familiar areas as employee selection, team cognition and adaptation, leadership, and diversity management. Newer topics include corporate communications, coaching, and positive organizational behavior. Each chapter offers a comprehensive and critical survey of the topic and is supported by a valuable bibliography.

Corporate Communications Lars Thøger Christensen 2008-02-28 The field of corporate communications describes the practices organizations use to communicate as coherent corporate 'bodies'. Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes. The authors pose important questions such as: - Where does the central idea of corporate communications come from? - What are the underlying assumptions

of most corporate communications practices? - What are the organizational and ethical challenges of attempting truly 'corporate' communication? Clearly written with international vignettes and executive briefings, this book shows that in a complex world the management of communication needs to embrace multiple opinions and voices. Rewarding readers with a deeper understanding of corporate communications, the text will be a 'must read' for advanced undergraduates, graduate students, and scholars, in the arenas of corporate communications, organizational communication, employee relations, marketing, public relations and corporate identity management. Practitioners in these areas will be provoked to re-examine their assumptions and habits.

The Handbook of Communication and Corporate Social Responsibility

Øyvind Ihlen 2011-08-24 This book represents the definitive research collection for corporate social responsibility communication, offering cross-disciplinary and international perspectives from the top scholars in the field. Addresses a gap in the existing CSR literature Demonstrates the relevance of effective CSR communication for the management of organizations The 28 contributions come from top scholars in public relations, organizational communication, reputation management, marketing and management

Marketing Management Luca M. Visconti

2020-05-04 Culture pervades consumption and marketing activity in ways that potentially benefit marketing managers. This book provides a comprehensive account of cultural knowledge and skills useful in strategic marketing management. In making these cultural concepts and frameworks accessible and in discussing how to use them, this

edited textbook goes beyond the identification of historical, sociocultural, and political factors impinging upon consumer cultures and their effects on market outcomes. This fully updated and restructured new edition provides two new introductory chapters on culture and marketing practice and improved pedagogy, to give a deeper understanding of how culture pervades consumption and marketing phenomena; the way market meanings are made, circulated, and negotiated; and the environmental, ethical, experiential, social, and symbolic implications of consumption and marketing. The authors highlight the benefits that managers can reap from applying interpretive cultural approaches across the realm of strategic marketing activities including: market segmentation, product and brand positioning, market research, pricing, product development, advertising, and retail distribution. Global contributions are grounded in the authors' primary research with a range of companies including Cadbury's Flake, Dior, Dove, General Motors, HOM, Hummer, Kjaer Group, Le Bon Coin, Mama Shelter, Mecca Cola, Prada, SignBank, and the Twilight community. This edited volume, which compiles the work of 58 scholars from 14 countries, delivers a truly innovative, multinationally focused marketing management textbook. *Marketing Management: A Cultural Perspective* is a timely and relevant learning resource for marketing students, lecturers, and managers across the world.

Studyguide for Corporate Communications Cram101 Textbook Reviews 2013-05 Never HIGHLIGHT a Book Again Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for

your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanies: 9780872893795. This item is printed on demand.

Strategic Communication and Deformative Transparency Isaac Nahon-Serfaty 2018-09-14 This book examines deformative transparency and its different manifestations in political communication, propaganda and public health. The objective is to present the theoretical foundations of deformative transparency, as grotesque and esperpentic transparency, and illustrate the validity of such approach to understand the strategic and ethical implications of the proactive disclosure of the "shocking", "ugly" or "outside the norm". Four areas are discussed: political communication with particular focus on populist politicians as the deceased Venezuelan president Hugo Chávez, the campaign and presidency of Donald Trump, and the tenure in office of the mayor of Toronto, Rob Ford; propaganda strategies of Islamist terrorist organizations such as the Islamic State's escalation of the visually horrific; and public health campaigns that use "disturbing images" to promote public awareness and eventually influence behavioural change. This study on the transparently grotesque is part of a research program about the economy of emotions in public communication. Public Relations Cases Danny Moss 2010-07-16 This unique collection of contemporary international public relations case studies gives the reader in-depth insight into effective public relations practice in a range of organizational contexts. The cases demonstrate the breadth of modern public relations practice and the increasing importance and sophistication of this function both in public and private

sector organizations. This second edition of Public Relations Cases builds on the success of the previous edition to offer new insights into the changing face of contemporary public relations and the development of PR and communication strategies. The book also examines: The use of social media and blogging as a communications medium The growing importance of corporate social responsibility programmes Local authority identity change High profile international charitable fundraising Sports sponsorship Property sector PR. Featuring cases from around the world, including the UK, India, Korea, Denmark, Croatia and the US, this book is an invaluable resource for teachers, researchers and students working in public relations, corporate communication and public affairs.

Reassessing the Relationship between Marketing and Public Relations Lisa Dühning 2017-04-24 Lisa Dühning reconstructs the relationship between public relations and marketing research on a metatheoretical level. She presents a concise systematization of the theoretical discourse in both disciplines since the beginning of the twentieth century by differentiating key phases of development and evaluating current research approaches. This study argues for a stronger connection of both disciplines and a better profiling within the mother disciplines of communication and business studies by fostering critical and interpretative approaches. This book is strongly recommended to everybody interested in the history and epistemology of marketing and public relations theory and the relationship between both fields.

Mediatization of Communication Knut Lundby 2014-08-25 This handbook on Mediatization of Communication

uncovers the interrelation between media changes and changes in culture and society. This is essential to understand contemporary trends and transformations. "Mediatization" characterizes changes in practices, cultures and institutions in media-saturated societies, thus denoting transformations of these societies themselves. This volume offers 31 contributions by leading media and communication scholars from the humanities and social sciences, with different approaches to mediatization of communication. The chapters span from how mediatization meets climate change and contribute to globalization to questions on life and death in mediatized settings. The book deals with mass media as well as communication with networked, digital media. The topic of this volume makes a valuable contribution to the understanding of contemporary processes of social, cultural and political changes. The handbook provides the reader with the most current state of mediatization research.

Integrated communication Marita Vos and Henny Schoemaker 2011-12-01 The book offers an integrated approach of communication for organisations to professionals and students in communication management, public relations and communication sciences. The Routledge Handbook of Language and Professional Communication Vijay Bhatia 2014-02-24 The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field. The four main sections of the Handbook cover: Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book

incorporates not only an historical view of the field, but also looks to possible future developments. Contributions from international scholars and practitioners, focusing on specific issues, explore the major approaches to professional communication and bring into focus recent research. This is the first handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional communication.

Corporate Communication Joep Cornelissen 2011-04-06 This book incorporates current thinking on corporate communication from both the academic and practitioner worlds, combining a comprehensive theoretical foundation with practical guidance and insights to assist managers in their strategic and tactical communication decisions. Rich case-study examples are provided from companies in the United States, the U.K., continental Europe, South-East Asia, and Australia.

Digital Organizing Ursula Plesner 2019-11-14 This important new textbook offers a lively and topical discussion of how digital technologies impact various aspects of organizations, such as structure, knowledge, collaboration, communication, identity, legitimacy and power. Taking a critical and nuanced approach, this engaging textbook introduces readers to central themes in organization studies and reflects on how changes brought about by digitalization have important implications for private, public and voluntary organizations, and on practical disciplines such as strategy, management, innovation and entrepreneurship. Contemporary case

studies drawn from a wide range of international organizations demonstrate the real-world relationship between digital technologies and organizing. This is an essential textbook for final year undergraduates, postgraduates and MBA students taking a module in technology and organization. It is also suitable for any student of organizational studies wanting to understand more about the role that the digital plays in contemporary organizing.

The Instigatory Theory of NGO Communication Evandro Oliveira 2019-05-31 By understanding the ontogenesis of NGOs as civil society organizations from a historical-anthropological, communicational, sociological, economical and managerial perspective, Evandro Oliveira outlines the Instigatory Theory of NGO Communication (ITNC). This proposes the ontological principles, an applied conceptual model and a cybernetic operational model for understanding and managing communication at NGOs. Those models were tested using a mixed-method research design.

Contemplating Corporate Marketing, Identity and Communication Klement Podnar 2013-12-16 Since the first International Corporate Identity Group's symposium in 1994, the fields of corporate identity, corporate communications and corporate branding have become a focal point for scholars and managers alike. Recently, the term corporate marketing has incorporated a host of key corporate-level concepts, representing a new paradigm of thought. *Contemplating Corporate Marketing, Identity and Communication* is a collection of papers and extended abstracts from the 12th ICIG symposium, presenting a variety of perspectives with a view towards stimulating debate about the advances

in corporate marketing, identity and communication. The contributions in this volume examine critically the development of the field and focus for future research in order to encourage cutting-edge scholarship along with practitioner insights. In a field characterized by paradoxes – unity and variety; integration and specialization – the aim is to integrate diverse practices to inspire a more sophisticated approach or theoretical framework. The papers in this volume are both challenging and distinctive.

Media, Organizations and Identity

Lilie Chouliaraki 2009-12-09 The mass media, press and television have always been central in the formation of corporate identity and the promotion of business image and reputation. This volume provides a new perspective into the interrelationships between media and organizations across three dimensions: Media as Business, Media in business and Business in the media.

Corporate Reputation and the News

Media Craig Carroll 2010-09-01 This volume examines agenda-setting theory as it applies to the news media's influence on corporate reputation. It presents interdisciplinary, international, and empirical investigations examining the relationship between corporate reputation and the news media throughout the world. Providing coverage of more than twenty-five countries, contributors write about their local media and business communities, representing developed, emerging, and frontier markets – including Argentina, Brazil, Chile, China, Germany, Greece, Japan, Nigeria, Spain, and Turkey, among others. The chapters present primary and secondary research on various geo-political issues, the nature of the news media, the practice of

public relations, and the role of public relations agencies in each of the various countries. Each chapter is structured to consider two to three hypotheses in the country under discussion, including: the impact of media visibility on organizational prominence, top-of-mind awareness and brand-name recognition the impact of media favorability on the public's organizational images of these firms how media coverage of specific public issues and news topics relates to the associations people form of specific firms. Contributors contextualize their findings in light of the geopolitical environment of their home countries, the nature of their media systems, and the relationship between business and the news media within their countries' borders. Incorporating scholarship from a broad range of disciplines, including advertising, strategic management, business, political communication, and sociology, this volume has much to offer scholars and students examining business and the news media.

Integrated Marketing Communications

in Football Argyro Elisavet Manoli 2022-07-01 This book takes an important step forward in showing how Integrated Marketing Communications (IMC) have been applied within the English Premier League (EPL) – arguably the most commercialised and watched sport league in the world – and how it can and should be utilised in the context of other sports properties. Drawing on cutting-edge empirical research, the book offers a detailed view into the marketing communications practices of EPL clubs (such as brand management and communications alignment), the football clubs' practitioners' perspectives of IMC and the integration processes taking place within the clubs. It examines the key marketing communications practices

that strategic IMC entails, including marketing strategies and goals, cross-functional communication, external communication management and brand management, and helps researchers and practitioners to understand how IMC can have the maximum positive impact on the brand of an organisation, by managing their content, channels, stakeholders and results. This book is fascinating reading for any researcher, advanced student or practitioner with an interest in sport management, the business of football, sport marketing, or innovative approaches to marketing and business communications in other commercial spheres.

Movements in Organizational Communication Research Jamie McDonald
2019-03-15 Movements in Organizational Communication Research is an essential resource for anyone wishing to become familiar with the current state of organizational communication research and key trends in the field. Seasoned organizational communication scholars will find that the book provides unique insights by way of the intergenerational dialogue that is found in the book, as well as the contributors' stories about their scholarly trajectories. Those who are new to the field will find that the book enables them to familiarize themselves with the field and become a part of the organizational communication scholarly community in an inviting and accessible way. Key features of the book include: A review of current issues and future directions in 13 topical areas of organizational communication research. Intergenerational dialogue and collaboration between both established and emerging scholars in their specialty areas. Reflections by the authors on their scholarly trajectories and how they became a part of the field. Discussion

questions at the end of each chapter that prompt reflections and debate. The book also features online resources for instructors: Sample course syllabus Suggested case studies from the book Cases in Organization and Managerial Communication to align with this book's chapters The book is recommended as the anchor text for introductory graduate-level courses and upper-level undergraduate courses in organizational communication. It is also an excellent supplementary text for advanced doctoral-level courses in organizational communication, and courses in related fields such as organization studies, organizational behavior, and management.

Public Relations and the Corporate Persona Burton Saint John III
2017-07-20 For much of the last century, large, predominantly US corporations used public relations to demonstrate that their missions resonated with dominant societal values. Through the construction and conveyance of the "corporate persona", they aimed to convince citizens that they share common aspirations - and moreover that their corporate "soul" works as a beneficent force in society. Through examining key examples from the last 80 years, this book argues that PR, through the corporate persona, works to create a sense of shared reality between the corporation and the average citizen. This has been instrumental in conveying, across generations, that the corporation is an affinitive corporate persona - a fellow companion in the journey of life. The construct is obviously ripe for manipulation, and the role of PR in creating and promoting the corporate persona in order to align corporations and stakeholders is potentially problematic. From wage inequality to climate change,

preserving the corporate status quo may be negative. This original and thought-provoking book not only critically analyses how PR and its role in the corporate persona works to solidify power, but also how that power might be used to further goals shared by the corporation and the individual. Scholars and advanced students of public relations, organizational communications and communication studies will find this book a challenging and illuminating read.

Integrated Communications in the Postmodern Era Philip J. Kitchen

2014-12-02 This book is readers who wish to develop their knowledge, insight, skills, and facility into integrated communications within the post-modern era, a topic of relevance everywhere, but particular apposite as the original conference was hosted in Turkey, a rapidly developing nation, and one enjoying significant growth in the global.

Outlines and Highlights for Corporate Communications Cram101 Textbook

Reviews 2011-05 Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9781412931038 .

Organization as Communication Steffen Blaschke 2016-12-08 The idea that communication constitutes organization (CCO) provides a unique perspective to organization studies by highlighting the fundamental and formative role of communication for organizational phenomena of various kinds. The book features original works that address the idea of organization as communication in the

light of other theories, related concepts, as well as the tension between strategy and emergence. The first set of chapters discusses the idea of organization communication in the light of critical works of European scholars (Habermas, Honneth, and Günther). The second set of chapters reflects on a range of concepts such as institutions, routines, and leadership from a CCO perspective. The final set of chapters examines the tension between strategic and emergent communication by drawing on new methodology and empirical evidence. The chapters are set into dialogue with some of the most prominent proponents of CCO scholarship. The book offers an important contribution to CCO thinking by adding European perspectives on organization as communication. It connects the primarily North American approach and European traditions of theoretical thought to existing debates in communication and organization studies.

Future Directions of Strategic Communication Howard Nothhaft

2020-06-30 This book examines the state of strategic communication as a discipline and how it has emerged as a unique area of scholarship in the beginning of the 21st century. Strategic communication encompasses all communication that is substantial for the survival and sustained success of entities like corporations, governments, non-profits, social movements, and celebrities. A major aspect of the field is the purposeful use of communication by an organization to engage in conversations of strategic significance to its goals. The contributions in this book provide unique insights, make compelling arguments, and highlight promising areas of scholarship in strategic communication. Presented in four

parts, the chapters explore the emergence of strategic communication, its conceptual foundations, its expanding body of knowledge, and the foundation for further development and new directions in the field. Of interest to those studying communication from the perspectives of communication science, management theory, organizational studies, or business administration, this volume will also be useful for readers who are new to strategic communication, and who are interested in the field for its new avenues of research. This book was originally published as a special issue of the International Journal of Strategic Communication.

Handbook of Narratology Peter Hühn 2014-10-10 This handbook provides a systematic overview of the present state of international research in narratology and is now available in a second, completely revised and expanded edition. Detailed individual studies by internationally renowned narratologists elucidate central terms of narratology, present a critical account of the major research positions and their historical development and indicate directions for future research.

The International Encyclopedia of Organizational Communication, 4 Volume Set Craig Scott 2017-03-06 The International Encyclopedia of Organizational Communication offers a comprehensive collection of entries contributed by international experts on the origin, evolution, and current state of knowledge of all facets of contemporary organizational communication. Represents the definitive international reference resource on a topic of increasing relevance, in a new series of sub-disciplinary international encyclopedias Examines organization communication across a range of contexts, including NGOs, global corporations, community cooperatives,

profit and non-profit organizations, formal and informal collectives, virtual work, and more Features topics ranging from leader-follower communication, negotiation and bargaining and organizational culture to the appropriation of communication technologies, emergence of inter-organizational networks, and hidden forms of work and organization Offers an unprecedented level of authority and diverse perspectives, with contributions from leading international experts in their associated fields Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association. Online version available at Wiley Online Library Awarded 2017 Best Edited Book award by the Organizational Communication Division, National Communication Association

Strategic Communication for Non-Profit Organisations Evandro Oliveira 2019-03-28 Communication in the public sphere as well as within organizational contexts has attracted the interest of researchers over the past century. Current forms of citizen engagement and community development, partly enabled through digital communication, have further enhanced the visibility and relevance of non-profit communication. These are performed by the civil society, which is 'the organized expression of the values and interests of society' (Castells, 2008) in the public sphere. Non-profit communication feeds the public sphere as 'the discursive processes in a complex network of persons, institutionalized associations and organizations,' whereas those 'discourses are a civilized way of disagreeing openly about essential matters of common concern' (Jensen, 2002). Despite the relevance in the public sphere, non-

profit communication was never properly defined within communication research. The aim of the present book is to offer an overview and report on Strategic Communication for Non-Profit-Organisations and the Challenges and Alternative Approaches. Considering the assumption that a key principle of strategic communication is the achievement of organisational goals, the majority of research developed in the field has used business environments to develop theories, models, empirical insights and case studies. Here, we take a step towards new approaches centred on the concept of non-profit in various dimensions and from various perspectives, showing the diversity and complexity around this subject and at the same time the need of further theoretical and empirical work that provides frameworks and also tools for further understanding of the phenomena.

The Routledge Handbook of Strategic Communication Derina Holtzhausen 2014-11-20 The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate-level students a compilation of approaches to and studies of varying aspects of the field. The volume provides insights into ongoing discussions that build an emerging body of knowledge. Focusing on the metatheoretical, philosophical, and applied aspects of strategic communication, the parts of the volume cover: • Conceptual foundations, • Institutional and organizational dimensions, • Implementing strategic communication, and • Domains of practice An international set of authors contributes to this volume, illustrating the broad arena in which this work is taking place. A timely volume surveying the current state of

scholarship, this Handbook is essential reading for scholars in strategic communication at all levels of experience.

Corporate Communications Lars Thøger Christensen 2008-02-28 The field of corporate communications describes the practices organizations use to communicate as coherent corporate 'bodies'. Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes. The authors pose important questions such as: - Where does the central idea of corporate communications come from? - What are the underlying assumptions of most corporate communications practices? - What are the organizational and ethical challenges of attempting truly 'corporate' communication? Clearly written with international vignettes and executive briefings, this book shows that in a complex world the management of communication needs to embrace multiple opinions and voices. Rewarding readers with a deeper understanding of corporate communications, the text will be a 'must read' for advanced undergraduates, graduate students, and scholars, in the arenas of corporate communications, organizational communication, employee relations, marketing, public relations and corporate identity management. Practitioners in these areas will be provoked to re-examine their assumptions and habits.

The Public Relations Strategic Toolkit Alison Theaker 2017-10-12 The Public Relations Strategic Toolkit presents guidance to instruct and educate students and professionals of public relations and corporate communications. Alison Theaker and Heather Yaxley cover every aspect of critical practice, including

definitions of public relations, key theoretical concepts and both original and established methodological approaches. Case studies and interviews are featured to provide real-world context and advice for professional development. The new edition is fully revised with brand new case studies and updated content which reflect significant developments in theory and contemporary practice. It puts particular emphasis on the use of technology (including automation) and social media in current public relations planning, corporate communications and stakeholder engagement. The book is divided into four parts; covering the profession, public relations planning, corporate communication and stakeholder engagement. Features include: definitions of key terms contemporary case studies interviews with practitioners handy checklists practical activities and assignments. By combining theory and practice, with an invaluable insight from experts in the field, this guide will introduce readers to all the professional skills needed for a career in public relations.

Strategic Communication, Social Media and Democracy W. Timothy Coombs 2015-08-11 Today almost everyone in the developed world spends time online and anyone involved in strategic communication must think digitally. The magnitude of change may be up for debate but the trend is unstoppable, dramatically reconfiguring business models, organisational structures and even the practice of democracy. Strategic Communication, Social Media and Democracy provides a wholly new framework for understanding this reality, a reality that is transforming the way both practitioners and theoreticians navigate this fast-moving

environment. Firmly rooted in empirical research, and resisting the lure of over-optimistic communication dreams, it explores both the potential that social media offers for changing the relationships between organisations and stakeholders, and critically analyses what has been achieved so far. This innovative text will be of great interest to researchers, educators and advanced students in strategic communications, public relations, corporate communication, new media, social media and communication management.

Handbook of Management Communication François Cooren 2021-08-23 Management communication encompasses a wide range of practices that define modern organizations. Those practices are, in many respects, constituted, formed and contextualized by the use of language. This handbook traces the theoretical modelling of these practices by contemporary research. It explores their linguistic features and performance in specific situations of value creation and in various modes. It is a companion for students and scholars of applied linguistics and organizational communication as well as management and strategy research.

Handbook of Integrated CSR Communication Sandra Diehl 2016-12-29 This handbook pursues an integrated communication approach. Drawing on the various fields of organizational communication and their relevance for CSR, it addresses innovative topics such as big data, social media, and the convergence of communication channels, as well as the roles they play in a successfully integrated CSR communication program. Further aspects covered include the analysis of sector-specific, cross-cultural, and ethical challenges related to the effective communication of CSR. This handbook is unique in its consistent

focus on integrated communication. It is of interest not only for the scientific discourse, but will also benefit those corporations that not only seek to operate in a socially responsible manner, but also to communicate their efforts to their various stakeholders. Besides its significant value for researchers and professionals, the book can also be used as a reference for undergraduate and graduate students interested in successful CSR communication.

The Handbook of Communication

Engagement Kim A. Johnston 2018-07-31

A comprehensive volume that offers the most current thinking on the practice and theory of engagement. With contributions from an international panel of leaders representing diverse academic and professional fields *The Handbook of Communication Engagement* brings together in one volume writings on both the theory and practice of engagement in today's organizations and societies. The expert contributors explore the philosophical, theoretical, and applied concepts of communication engagement as it pertains to building interaction and connections in a globalized, networked society. *The Handbook of Communication Engagement* is comprehensive in scope with case studies of engagement from various disciplines including public relations, marketing, advertising, employee relations, education, public diplomacy, and politics. The authors advance the current thinking in engagement theory, strategy, and practice and provide a review of foundational and emerging research in engagement topics. *The Handbook of Communication Engagement* is an important text that: Provides an overview of the foundations and philosophies of engagement Identifies the contexts of engagement relating to specific areas across government

and corporations, including CSR, consumer, activism, diplomacy, digital, and social impact Includes examples of contemporary engagement practice Presents applications of engagement and technology Offers insights on the future directions of engagement *The Handbook of Communication Engagement* offers an essential reference for advanced undergraduate, graduate students, practitioners and scholars from communication, media, advertising, public relations, public policy, and public diplomacy areas. The volume contains a compendium of the writings on the most recent advances on the theory and practice of engagement. Winner of the 2018 PRIDE Award for Innovation, Development, and Educational Achievement from the Public Relations Division of the National Communication Association.

The Handbook of Communication and Corporate Reputation

Craig E. Carroll 2015-06-22

With the latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses' ethical profiles, and tracks the benefits that positive public attitudes can bring. Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars Brings together state-of-the-art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

The Handbook of Communication Ethics

George Cheney 2011-01-18

The Handbook of Communication Ethics serves as a comprehensive guide to the study of communication and ethics. It brings together analyses and applications

based on recognized ethical theories as well as those outside the traditional domain of ethics but which engage important questions of power, equality, and justice. The work herein encourages readers to make important connections between matters of social justice and ethical theory. This volume makes an unparalleled contribution to the literature of communication studies, through consolidating knowledge about the multiple relationships between communication and ethics; by systematically treating areas of application; and by introducing explicit and implicit examinations of communication ethics to one another. The Handbook takes an international approach, analyzing diverse cultural contexts and comparative assessments. The chapters in this volume cover a wide range of theoretical perspectives on communication and ethics, including feminist, postmodern and postcolonial; engage with communication contexts such as interpersonal and small group communication, journalism, new media, visual communication, public relations, and marketing; and explore contemporary issues such as democracy, religion, secularism, the environment, trade, law, and economics. The chapters also consider the dialectical tensions between theory and practice; academic and popular discourses; universalism and particularism; the global and the local; and rationality and emotion. An invaluable resource for scholars in communication and related disciplines, the Handbook also serves as a main point of reference in graduate and upper-division undergraduate courses in communication and ethics. It stands as an exceptionally comprehensive resource for the study of communication and ethics.

Managing Corporate Communication

Rossella Gambetti 2017-09-16
Corporate communication is an increasingly powerful strategic tool for connecting with a company's stakeholders. This book features contributions from leading international academics, combining a strong theoretical grounding and the latest research with a practical, managerial focus. Ideal for students and practitioners of corporate communications.

Rhetorical and Critical Approaches to Public Relations II Robert L. Heath 2009-03-04 This volume illustrates the application of rhetorical theory and critical perspectives to explain public relations practices. It provides a systematic and coherent statement of the crucial guidelines and philosophical underpinnings of public relations. *Rhetorical and Critical Approaches to Public Relations II* addresses the rhetorical/critical tradition's contribution to the definition of public relations and PR practice; explores the role of PR in creating shared meaning in support of publicity and promotional organizational efforts; considers the tradition's contributions to risk, crisis, and issues dimensions of public relations; and highlights ethics, character, and responsible advocacy. It uses a rhetorical lens to provide practitioners with a sense of how their PR campaigns make a contribution to the organizational bottom line.

Employer Branding for Competitive Advantage Geeta Rana 2021-03-21 This book shows how to build and maintain a distinctive and credible employer brand and develop a set of relevant success metrics to help measure return on investment (ROI). Starting with the current interest in employer branding, this book looks at the historical roots of brand management and the practical steps to achieve

employer brand management success. The book will review the pressures that have generated current interest in employer branding. It goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success. The book includes the business case, research, positioning, implementation,

management and measurement, and case studies of big-named employer brand stories. This book will provide new insights into the field of employer branding and provide directions and tools for organizational brand building. It will be beneficial for research scholars, engineers, practitioners, and management students.