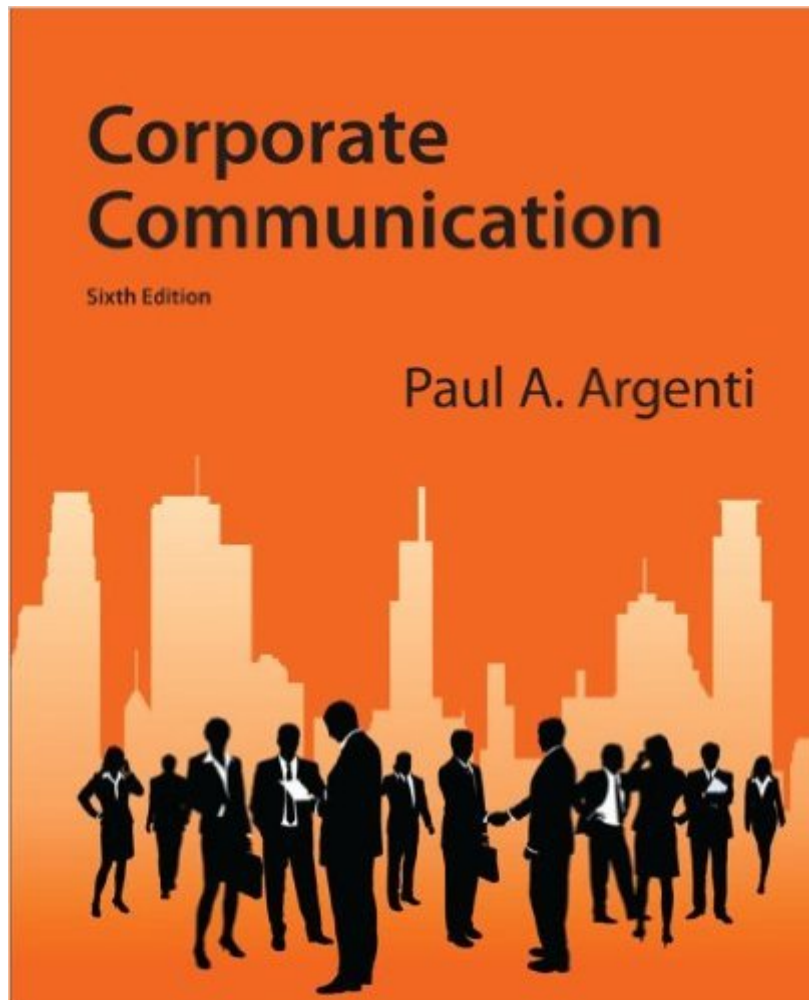


The book was found

Corporate Communication



Synopsis

Corporate Communication, 6th Edition shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

Book Information

Paperback: 328 pages

Publisher: McGraw-Hill Education; 6 edition (September 4, 2012)

Language: English

ISBN-10: 0073403172

ISBN-13: 978-0073403175

Product Dimensions: 7.5 x 0.5 x 9.2 inches

Shipping Weight: 3.2 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â Â See all reviews Â (18 customer reviews)

Best Sellers Rank: #70,351 in Books (See Top 100 in Books) #30 in Â Books > Reference >

Writing, Research & Publishing Guides > Writing > Technical #81 in Â Books > Textbooks >

Business & Finance > Business Communication #428 in Â Books > Business & Money > Skills > Communications

Customer Reviews

The IMPORTANCE of Corporate Communication, November 3, 2012 By Peggy Lucero - See all my reviews
This review is from: Corporate Communication (Paperback) 6th Edition, 293 pages + index, by Paul A. Argenti
Having worked as a law librarian in the private sector for over a decade at the start of my career, I developed the skill of identifying subject matter experts and great books on topics attorneys needed to get up to speed on. Finding this business book has happily demonstrated the continued competence I have in this regard. This book will absolutely leave the reader far better informed about corporate communication and in the process be an enjoyable and enlightening investment of one's time. What's not to like?
Professor Argenti comes to his book from a well-worn path of business communication experience. Back in 1981 when things kicked off for Professor Argenti at the Tuck School of Business at Dartmouth he focused on corporate communication by dealing with the media. As life in business progressed, the topic of corporate communication evolved to encompass all communication situations. Today a centralized, integrated

communication effort has proved to be The successful practice. In the 2012 U.S. News & World Report Best Business Schools ranking, where USN&WR surveyed 441 M.B.A. programs to gather the information used in their ranking of top business schools, Dartmouth is listed in the Top Ten. For students of or practicing professional within corporate communication who are focused on the demands and proven methods of corporate communication, the topics covered in the 10 chapters will deliver relevant, compelling and timely information. In the dynamic landscape of business only the paranoid and nimble will thrive.

[Download to continue reading...](#)

Corporate Finance: Corporate Finance Guide To Understanding Corporate Finance With Strategies For Business Owners For Utilizing Corporate Finance Including ... Finance Business, Theory And Practice) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) CORPORATE IDENTITY 4 (Graphis Corporate Identity) (v. 4) Mergers, Acquisitions, and Corporate Restructurings (Wiley Corporate F&A) Fundamentals of Corporate Governance: A Guide for Directors and Corporate Counsel Governance, Risk Management, and Compliance: It Can't Happen to Us--Avoiding Corporate Disaster While Driving Success (Wiley Corporate F&A) Masters of Corporate Venture Capital: Collective Wisdom from 50 VCs Best Practices for Corporate Venturing How to Access Startup Innovation & How to Get Funded Corporate Value Creation: An Operations Framework for Nonfinancial Managers (Wiley Corporate F&A) Corporate Communication Reputation Management: The Key to Successful Public Relations and Corporate Communication Communication Mosaics: An Introduction to the Field of Communication Digital Speech: Coding for Low Bit Rate Communication Systems (Wiley Series in Communication and Distributed Systems) American Pragmatism and Communication Research (Routledge Communication Series) Service Learning in Technical and Professional Communication (Part of the Allyn & Bacon Series in Technical Communication) Technical Communication Today: Special Edition for Society for Technical Communication Foundation Certification, Books a la Carte Edition (5th Edition) A First Look at Communication Theory (Conversations with Communication Theorists) Augmentative and Alternative Communication: Supporting Children and Adults with Complex Communication Needs, Fourth Edition Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (5th Edition) (Pearson Communication Sciences and Disorders) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (4th Edition) (Allyn & Bacon Communication Sciences and Disorders)

