

CORPORATE COMMUNICATION

A MARKETING VIEWPOINT

KLEMENT PODNAR



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Corporate Communication A Marketing Viewpoint

Otto Lerbinger



Corporate Communication A Marketing Viewpoint:

Corporate Communication Klement Podnar, 2014-11-13 Corporate Communication A Marketing Viewpoint offers an overview of the framework key concepts strategies and techniques from a unique marketing perspective While other textbooks are limited to a managerial or PR perspective this book provides a complete holistic overview of the many ways communication can add value to an organization Step by step this text introduces the main concepts of the field including discipline and function frameworks corporate identity corporate and employer branding corporate social responsibility stakeholder management storytelling corporate associations identification commitment and acceptability In order to help reinforce key learning points grasp the essential facts and digest and retain information the text offers a comprehensive pedagogy including chapter summaries a list of key words and concepts case studies and questions at the end of each chapter Principles are illustrated through a wealth of real life examples drawn from a variety of big small global and local companies such as BMW Group Hidria Lego Mercator Krka Barilla Domino s Pizza Gorenje Si Mobil BP Harley Davidson and Coca Cola This exciting new textbook is essential reading for all professional corporate marketing and communication executives as well as undergraduate and postgraduate students of marketing and public relations not to mention managers who need a complete and accurate view of this increasingly important subject *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

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Elgar Encyclopedia of Corporate Communication Klement Podnar, 2024-03-14 This comprehensive Encyclopedia captures the intricacies of corporate communication offering 87 clear succinct definitions of important concepts within marketing business organizational communication and public relations followed by critical literary analyses of significant research ventures

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

Language in Business, Language at Work Erika Darics, Veronika Koller, 2018-01-31 Packed with contemporary examples from the business world this is an exciting and engaging text which explains how language works in business how to analyse it and how to use it in an informed and creative way The book is split into three parts which look at business communication from corporate management and employee perspectives Wide ranging in nature it explores a variety of topics ranging from stakeholder communication and brand narratives to managing conflict and self branding Each chapter contains ample opportunity for readers to put new skills into practice while case studies act as springboards for further discussion This is essential reading for students of both language and business related disciplines both during and beyond their studies It is also an indispensable resource for teachers of business communication

Corporate Communication Otto Lerbinger, 2018-12-06 Provides an international and management perspective on the field of corporate communication Corporate communication plays an important role in higher level management to help build and preserve a company's reputation This intangible yet valuable asset determines the net worth of a company and affects the success of its operations Corporate Communication An International and Management Perspective introduces readers to the broad environment of the modern extended organization and provides an understanding of the globalization process It describes how economic political and cultural features of a country affect company decisions and communication and discusses various communication disciplines and practices that are employed in programs and campaigns This book addresses the key management issues of sustainability and technology and innovation It also emphasizes the importance of why corporate communication must be seen as a management function and not restricted to a communication process Presented in five parts Corporate Communication offers comprehensive chapters covering The Domain of Corporate Communication Strategic Application of Communication Practices International Perspective Key Management Issues of Sustainability and Technology and Corporate Communication

Contribution to Management The foundation of Corporate Communication is public relations but also included is the entire range of communication practices and the contribution to management decision making Conceptualizes corporate communication as a strategic management function which helps management recognize adjust to and construct policy related to global issues Emphasizes the critical role that corporate communication plays in making corporate decisions and behaviors more socially responsible and sustainable Demonstrates how corporate communication draws on public affairs marketing and social media in its strategic planning Emphasizes the critical importance of relationships to corporations and their effect on reputation Provides numerous examples of cases of global problems and how corporations have responded to them Corporate Communication is intended for upper level undergraduate and graduate students in schools of communication and schools of business and management who want to extend their competence to the global arena and to combine the various communication practices to design strategic programs and campaigns Course titles include corporate communication international public relations corporate public affairs global marketing communication global corporate communication and social media

The Research-Practice Interface in English for Specific Purposes Ersilia

Incelli,Renzo Mocini,Judith Turnbull,2022-10-21 This book reflects the state of the art in English for Specific Purposes ESP research drawing on both top down and bottom up practices and methodological itineraries In order to fill some of the gaps in the current literature it provides well grounded and thorough investigations into discursive practices in academic workplace and intercultural settings throwing light on the specific varieties of language used to achieve professional targets Teachers have to act as an interface between theory and praxis bridging the gap between the classroom and the workplace to create a dynamic virtuous circle The multi perspective and multi method frameworks presented in this volume range from quantitative corpus based techniques integrated with discourse analysis to analyses of what occurs in the classroom informed by English language teaching ELT educational theories and notions regarding language acquisition motivation learning styles and instructional contexts Both top down and bottom up approaches to the theory practice dyad provide the opportunity to obtain a closer view of the subject from both ends of the spectrum and can prompt fresh initiatives by all those working within the domain of ESP This book therefore offers a cutting edge account of some of the latest avenues in research and practice which will be of interest to scholars and university teachers of ESP as well as scholars in the field of applied linguistics

Communicating Corporate Social Responsibility in the Digital Era Adam Lindgreen,Joelle

Vanhamme,Rebecca Watkins,Francois Maon,2017-12-12 Although literature on corporate social responsibility is vast research into the use and effectiveness of various communications through digital platforms about such corporate responsibility is scarce This gap is surprising communicating about corporate social responsibility initiatives is vital to organizations that increasingly highlight their corporate social responsibility initiatives to position their corporate brands for both consumers and other stakeholders Yet these organizations still sometimes rely on traditional methods to communicate

or even decide against communicating at all because they fear triggering stakeholders skepticism or cynicism A systematic interdisciplinary examination of corporate social responsibility communication through digital platforms therefore is necessary to establish an essential definition and up to date picture of the field This research anthology addresses the above objectives Drawing on marketing management and communication disciplines among others this anthology examines how organizations construct implement and use digital platforms to communicate about their corporate social responsibility and thereby achieve their organizational goals The 21 chapters in this anthology reflect six main topic sections Challenges and opportunities for communicating corporate social responsibility through digital platforms Moving toward symmetry and interactivity in digital corporate social responsibility communication Fostering stakeholder engagement in and through digital corporate social responsibility communication Leveraging effective digital corporate social responsibility communication Digital activism and corporate social responsibility Digital methodologies and corporate social responsibility

Corporate Communication Klement Podnar,2012 *Corporate Communications* Joep Cornelissen,2004 Corporate Communications provides the most up to date treatment of the subject including the criticality of the function strategies and activities involved and how it can be organized and managed properly

The Enigmatic Realm of **Corporate Communication A Marketing Viewpoint**: Unleashing the Language is Inner Magic

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