



Corporate Communication: A Guide to Theory and Practice

By Joep P. Cornelissen

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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*

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Editorial Review

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

Joep Cornelissen is a Professor in Corporate Communication and Management at the Rotterdam School of Management, Erasmus University and a visiting Professor at IE Business School in Madrid. In his day job, he teaches corporate communication and change management on executive and MBA programs and actively writes on these topics for leading academic journals such as the *Academy of Management Review*, *Organization Science*, and the *Journal of Management Studies*. He also frequently speaks at conferences and draws on his management and communication expertise to work with entrepreneurs and managers in private and public sector organizations.

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