**INTEGRATED ORGANISATIONAL COMMUNICATION**

**– 2nd Edition**

**Editors:**George Angelopulo & Rachel Barker

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Communication is often described as the glue that binds an organisation, enabling interaction with its customers, agents and the broader public.

Communication flourishes in organisations and is central to their activities and functions:

• as marketing communication, public relations, management communication, corporate

communication, etc.

• in determining and implementing strategy, operations and processes

• in all interaction – interpersonal, mediated, digital and social

• as the foundation of corporate culture.

*Integrated Organisational Communication 2nd* Edition covers these aspects and addresses the growing need among students and practitioners for a book that takes a broad look at organisations’ communication, and then delves into the detail. This book adopts a multidisciplinary approach to organisational communication, and while it takes cognisance of individual academic and professional disciplines, it avoids alignment with any one of these.

**Key features**

• reviews the major communication disciplines

• focuses on an integrated approach to communication

• places emphasis on corporate branding, the communication foundations of the brand and

 alignment of all communication processes with the brand

• adopts the perspective of the practising communication professional in an organisation

• relates theory to practice in areas such as research, implementation and campaign planning.

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**Recommend for**

Everyone in the Communication industry should have a copy of this book.

**About the Editors**

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