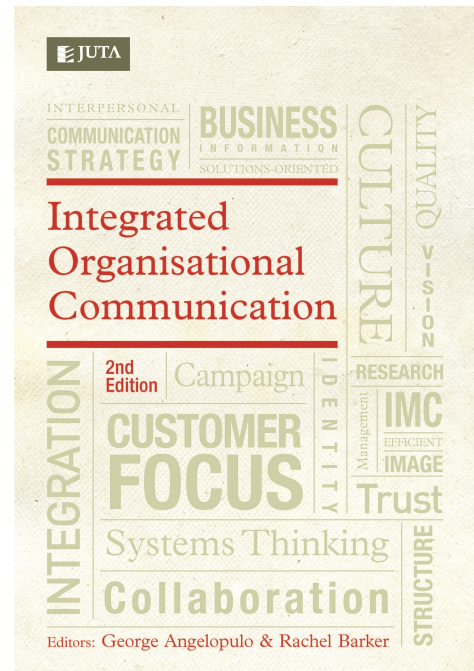


Integrated Organisational Communication

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About this Publication:

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.

Contents Include:

SECTION A: INTRODUCTION TO ORGANISATIONAL COMMUNICATION AND COMMUNICATION INTEGRATION

Chapter 1: Communication and the organisation

Chapter 2: Communication integration

SECTION B: COMMUNICATION OF THE ORGANISATION: FOCUS AREAS

Chapter 3: Dynamics of organisational communication

Chapter 4: The role of communication and management approaches in the organisational change process

Chapter 5: The marketing context

Chapter 6: Integrated marketing communication

Chapter 7: Public relations

Chapter 8: Contextualisation of traditional advertising

Chapter 9: Advertising management

Chapter 10: Integrated online communication

SECTION C: INTRODUCTION TO ORGANISATIONAL COMMUNICATION AND COMMUNICATION INTEGRATION

Chapter 11: Assessing organisational communication

Chapter 12: Integrated communication measurement

SECTION D: PRACTICAL APPLICATION

Chapter 13: Integrated communication campaigns

Of Interest and Benefit to:

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