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Author: Joep Cornelissen: Publisher: SAGE, 2011: ISBN: 1446241890, 9781446241899: Length: 296 pages: Subjects

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Corporate Communication: A Guide to Theory and Practice ...  
The broad field of corporate communications cannot be precisely defined. In principle, the measures are too diverse and overlap with many other areas of a company, such as marketing. In principle, however, corporate communication encompasses all communication that a company conducts. This can be found both internally, in the way employees are

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addressed, and externally, if business partners (as in B2B marketing), customers (as in B2C marketing), or media (as in PR) are the addressees.

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What is Corporate Communications? Functions, Careers, and

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Corporate communication is a management function that offers a framework for the effective coordination of all internal and external communication with the overall purpose of establishing and maintaining favourable reputations with stakeholder groups upon which the organization is dependent.

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## DEFINING CORPORATE 1 COMMUNICATION

The corporate communication department of any organization performs the three functions listed above. Before the deepening of private sector activity, companies used to have public relations departments or used to outsource their public relations activities to specialized firms that had the expertise.

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Introduction to Corporate Communication: Need and its ...

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variety of employees to be brand storytellers or  
spokespeople, a role ...

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