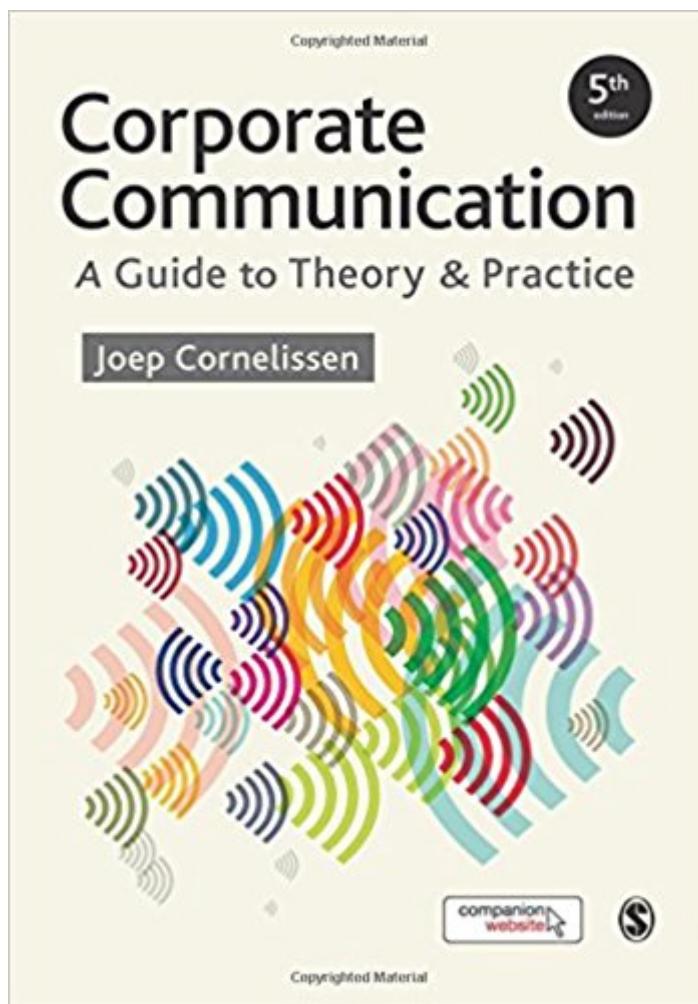


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# Corporate Communication: A Guide To Theory And Practice



## **Synopsis**

Used by nearly 25,000 students in over 50 countries, this book incorporates current thinking and developments on corporate communication from both the academic and practitioner worlds. Combining a comprehensive theoretical foundation with numerous practical guidelines, insights will assist managers (or soon to be managers) in their day-to-day work and in their strategic and tactical communication decisions. With cases and examples from across the globe including Apple, BMW, Uber, L'Oréal and Starbucks, the new edition is updated to include more material on social media, employee communication, leadership communication and anti-corporate activism. The Fifth Edition of Corporate Communication is supported by a Companion Website and includes Full text SAGE journal articles, glossary, web links for each chapter, author-selected videos relevant to the key themes and hot topics, an authors' blog and author videos for students as well as case study notes, PowerPoint slides, additional case studies and MCQs for lecturers. Suitable for students at advanced undergraduate and postgraduate levels on business management, marketing, corporate communication, public relations or business communications programmes as well as practitioners in the field.

## **Book Information**

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## **Customer Reviews**

"The most impressive aspect of the Fifth Edition of Corporate Communication is Cornelissen's ability to achieve both integration and breadth. What you find is a consistency that unites the broad range of topics that comprise corporate communication. An informative and enjoyable read."--Professor W.

Timothy Coombs "This book is a treasure...The Fifth Edition aptly meets the demands of the contemporary era with its updated sections on social media and stronger emphasis on the global nature of corporate communication." --Leena Louhiala-Salminen

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ISBN 1473953707 (Corporate Communication: A Guide to Theory and Practice, 5th ed., \*\*\*\*) is a slightly expanded and updated edition of the already very successful textbook offering a quality insight into corporate and strategic communication methods and research. Unlike some of less successful textbooks, which do not match the curriculum, are only used for a chapter or two, and cost a fortune, this one is read in classes in its entirety throughout the course and offers genuinely helpful insight into the strategic communication. A companion website extends the scope. The book may serve as a reference thanks to the clear structure of the topics and their short aspects. The content on its 306+XXVI pages is clearly divided into 5 parts, 13 chapters, 1 glossary, and 1 index. Each chapter represents a topic and has the same sub-chapter structure, namely begins with a the "Introduction", is divided into 2-4 aspects with a case study in each sub-chapter 4, and ends with the "Chapter summary" followed by "Discussion questions" "Key terms", "Further reading", and "Notes". Each "Introduction" is preceded by a short "Chapter overview" in a box. The beginning also includes a part on how to use the book. The topic text incorporates schematics, boxes, tables and graphs, which include background in various shades of grey as well as black background for the "Key terms" title and the following mere info. The layout of this book in only black and white is clear, simple, and graphically very good. The titles of sub-chapters are in a larger, capitalized typeface, while those inside are boldfaced. Thus, grasping the pages at 1st glance is easy. Approx. 99 pages of the book are shown by the .com's "LOOK INSIDE!" function. What cannot be seen is that the book is well printed on good paper and the soft cover is not prone to catch fingerprints nor easily crease.

This Corporate Communication books serves as a thorough, comprehensive and accessible overview of the topic. The author demonstrates a breadth and depth of understanding and insight into the general theories and contemporary practices that contribute to communications for large corporations. I can imagine this serving as a textbook for a high school or undergrad class on the topic. It touches on about all of the elements of corporate communications to some extent. Cornelissen offers readers a well-organized and easy-to-follow book that has chapter abstracts, sectional and sub-sectional headings, key terms, chapter summaries and a glossary of definitions of key terms. The book is set up to allow you to read front to back or to target the information needed in a particular section. For me, the most useful topics were "Leadership and Change Communication" and the theories and methods about "Stakeholder Management and Communication" and "Communication Strategy and Strategic Planning." He also gets into the changes in communication from social media and the instant and widespread dynamic of online communication. The book includes one or more case studies for each chapter. These are helpful and include reflections and insights. Chapters also include discussion questions that would be useful in classroom settings. Overall, I think this is a very helpful book.

"Corporate Communication" by Joep Cornelissen is a helpful title for anyone who wants to become a better communicator. While targeted towards the corporate environment, the principles covered may be applied to many other settings. Around 300 pages, some of the topics covered include: 1. Developing trends in corporate communication (technology, types of engagement, etc.). 2. Various ways communication is organized in the corporate environment. 3. Challenges and opportunities in communication (for example, trying to present a human image in our impersonal day of technology). 4. Stakeholder engagement and communication (types of models for stakeholder engagement, types of stakeholders, various ways to communicate with stakeholders). 5. Suggestions for developing a communications strategy. 6. How to communicate during and after a crisis. 7. Suggestions for effective leadership communication. While the book appears to be an academic title to be used in colleges, the writing style is not too dry and contains many good insights. Also included are helpful charts and graphs. Will be a good future reference.

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