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Corporate Communication: A Guide to Theory and Practice: Author: Joep Cornelissen:
Publisher: SAGE, 2011: ISBN: 1446241890, 9781446241899: Length: 296 pages: Subjects

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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 addressed, and externally, if business partners (as in B2B marketing), customers (as

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DEFINING CORPORATE 1 COMMUNICATION

The corporate communication department of any

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