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Corporate Communication: A Guide to Theory and Practice

Joep Cornelissen

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Corporate Communication: A Guide to Theory and Practice Joep Cornelissen
Incorporating current thinking and developments in the field from both the academic and practitioner worlds, the **Second Edition** of this bestseller combines a comprehensive theoretical foundation with numerous practical examples.

The **Second Edition** features:

- New chapters on stakeholder management and communication, corporate identity, image and reputation, internal communications and change, media and investor relations and issues in crisis management

- New case vignettes and cases of corporate communications in US and European companies

- An integrated case (Toyota) at the end of the text connecting all the different themes of the book.

Praise for the **First Edition**:

`A welcome and important addition to the limited writing already available on corporate communication. The book focuses correctly on the strategic management perspective necessary for an understanding of this area. It will be of enormous help to practitioners and academics in their quest to understand what may well be the most important functional area for most corporations in the coming years' - ***Paul A Argenti, Professor of Management and Corporate Communication, The Tuck School of Business at Dartmouth, USA***

`This is the text that practitioners, academics, and students in corporate communications have been waiting for. The book is accessible, comprehensive and is well balanced in discussing both theoretical and practical perspectives upon corporate communications. It is simply a must-read for those who want to be at the cutting edge of corporate communications' - ***Phil Harris, Professor of Marketing, University of Otago and International Director of the European Centre for Public Affairs in Brussels***

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