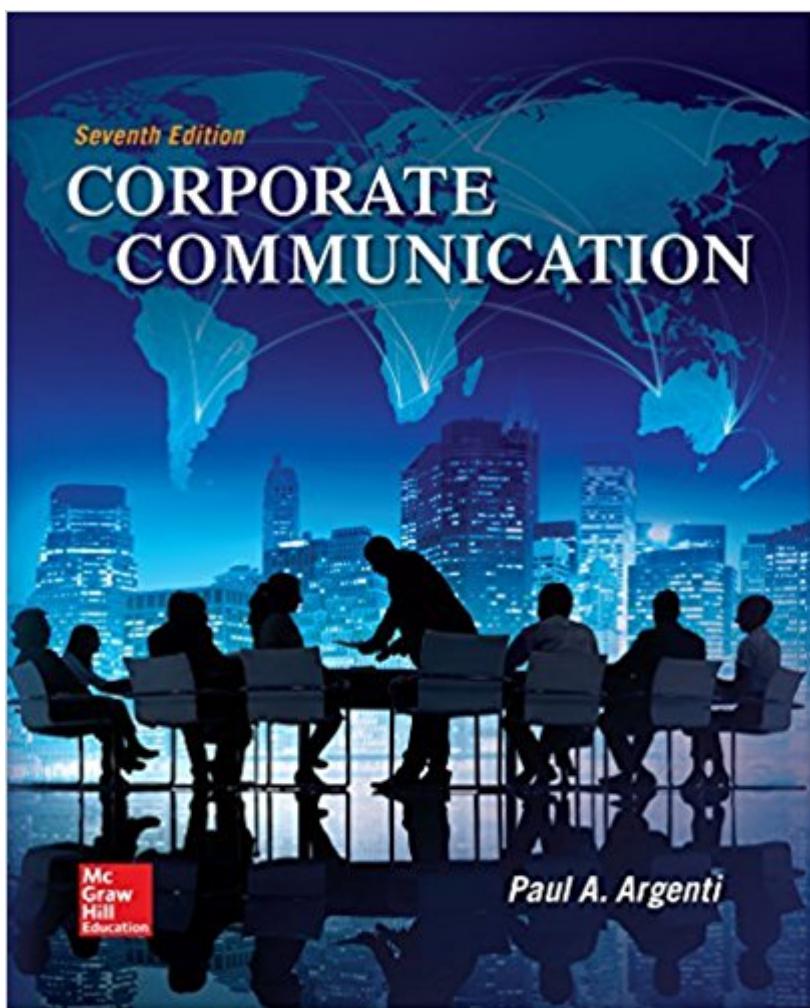


The book was found

Corporate Communication (Irwin Business Communications)



Synopsis

Corporate Communication stresses the importance of creating a coordinated corporate communication system, and describes how organizations can benefit from important strategies and tools to stay ahead of the competition. Cases and examples of company situations relate to the chapter, and highlight the strategies companies have used to stay ahead. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

Book Information

Series: Irwin Business Communications

Paperback: 336 pages

Publisher: McGraw-Hill Education; 7 edition (October 1, 2015)

Language: English

ISBN-10: 007340327X

ISBN-13: 978-0073403274

Product Dimensions: 7.4 x 0.6 x 9.1 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 8 customer reviews

Best Sellers Rank: #33,858 in Books (See Top 100 in Books) #82 in Books > Textbooks > Business & Finance > Business Communication #265 in Books > Business & Money > Skills > Communications

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Very important concepts explained in such an engaging manner that you actually enjoy reading a text book.

Great

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