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Corporate Communication: A Guide to Theory and
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The book covers a great number of aspect of
corporate communications and is easy to follow. Well-
explained stakeholder management approach goes
throughout the whole book. Though it is great for
understanding of corporate communications on a

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Strategic level, there could be more examples of practical implementation of the postulated principles.

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Practice: Author: Joep Cornelissen: Publisher: SAGE,
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296 pages: Subjects

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 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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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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