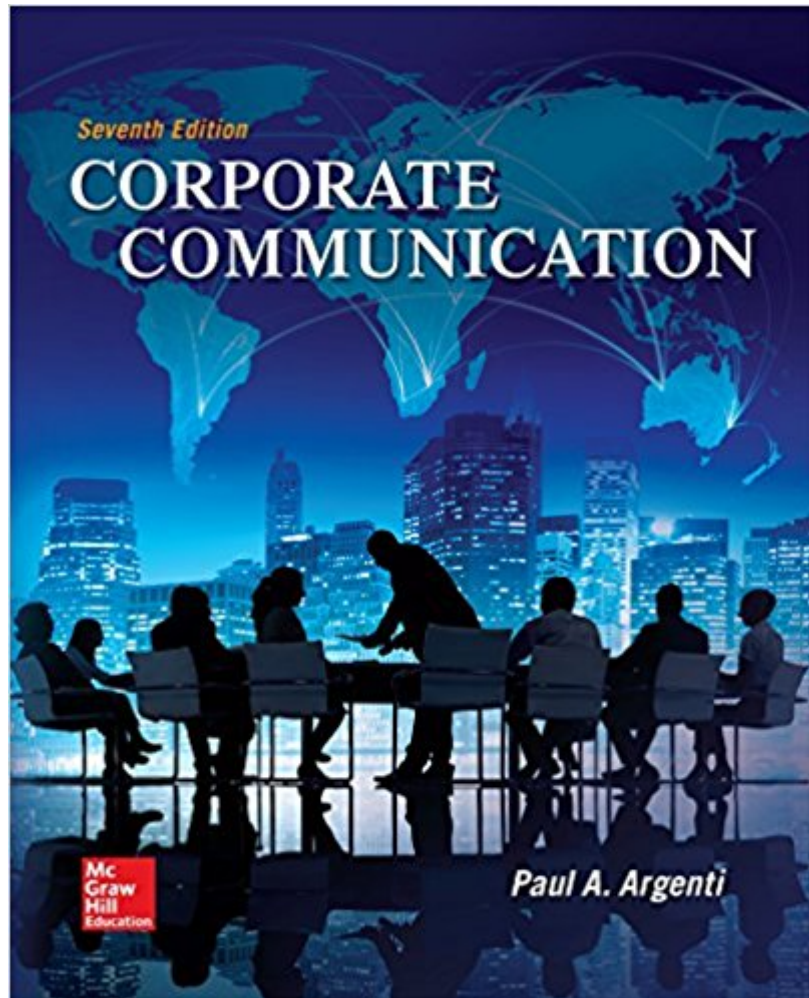




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Corporate Communication (Irwin Business Communications)



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

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Very useful text and one that I will keep in my office.

Cases are out of date, but the content is very useful.

Book was awesome but the course quizzes did not correspond to the end of chapter analysis.

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

Great

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Excellent, thanks

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