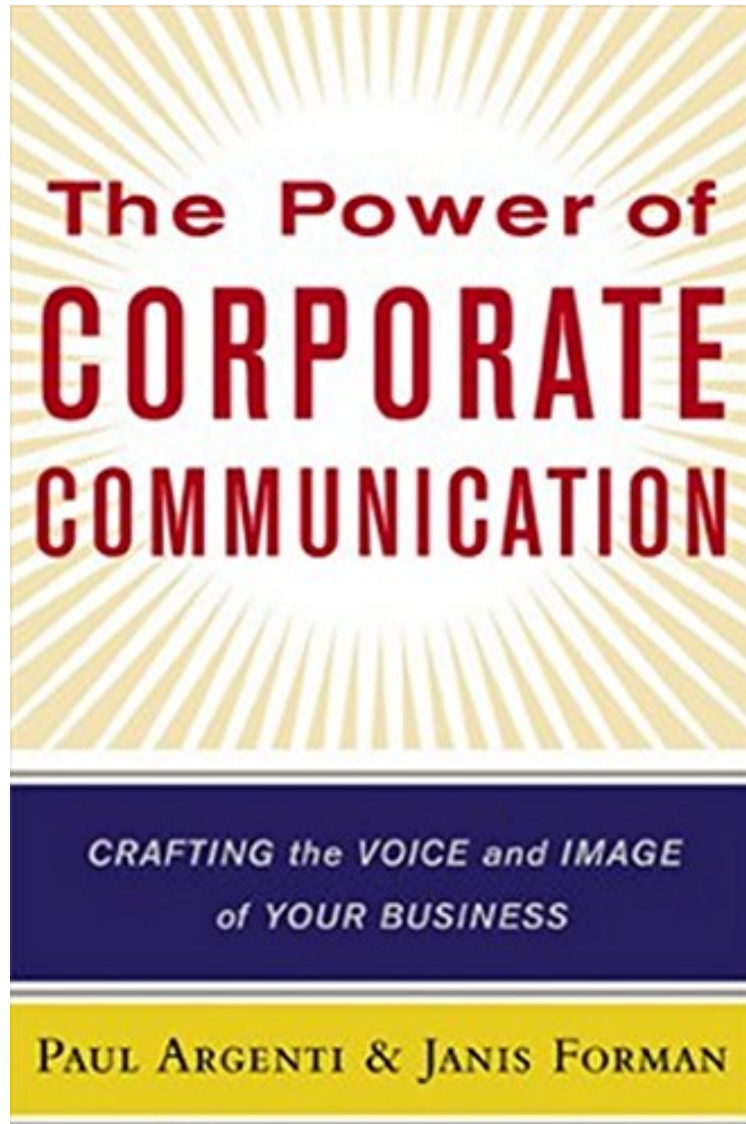


The Power of Corporate Communication: Crafting the Voice and Image of Your Business

Paul A Argenti, Janis Forman

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Paul A Argenti, Janis Forman : The Power of Corporate Communication: Crafting the Voice and Image of Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power of Corporate Communication: Crafting the Voice and Image of Your Business:

4 of 4 people found the following review helpful. Entertaining Useful but, in some parts, slow.By Raul Baz SuarezThis book is an excellent tool for any person interested in corporate communications. It lines out the basics and even gives entertaining examples of everything the authors (Argenti and Forman) explain.This book is also very useful

for any person whose job has something to do with corporate communications because of the many examples given; For example, in chapter 3, it explains the communication strategy used by Jack Welch during the years he spent as CEO of GE. Chapter 2 was a little boring because it gives a general overview of the history of PR emphasizing on the professional lives of Ivy Ledbetter Lee and Edward L. Bernays whom some say were the fathers of PR. On the other hand, chapter 10 (Managing Communications in a Crisis) is most entertaining because it mentions what a communication crisis is, how to create and implement a strategy; Along with this general explanation it also mentions certain examples like the Johnson Johnson Tylenol Recall, Merrill Lynch, etc. Either for those in the business or in the business, this book is a reliable tool to learning the basics of corporate communication. 7 of 7 people found the following review helpful. On the money By A Customer Argenti and Forman have written an outstanding book on how companies can use communications as an essential part of business strategy. The authors have researched the book impressively, suggesting numerous examples for the ideas they present. As such, it is practical, yet still grounded in some core ideas on how people communicate, persuade others, and manage PR for strategic ends. I am not a PR professional, but it is easy to see how people can use this book. Argenti and Forman's ideas on reputation, image management, and branding are valuable for managers in marketing, corporate communications, and investor relations. Their ideas on integrating communications with strategy will be useful for anyone running a business who has been too busy to think about how outsiders actually perceive their companies. Reading the book in light of the almost daily barrage of reputation and communications challenges leaders and companies face - think Trent Lott - just brings home how useful their ideas can be. 1 of 2 people found the following review helpful. Entertaining Useful but, in some parts, slow. By Raul Baz Suarez This book is an excellent tool for any person interested in corporate communications. It lines out the basics and even gives entertaining examples of everything the authors (Argenti and Forman) explain. This book is also very useful for any person whose job has something to do with corporate communications because of the many examples given; For example, in chapter 3, it explains the communication strategy used by Jack Welch during the years he spent as CEO of GE. Chapter 2 was a little boring because it gives a general overview of the history of PR emphasizing on the professional lives of Ivy Ledbetter Lee and Edward L. Bernays whom some say were the fathers of PR. On the other hand, chapter 10 (Managing Communications in a Crisis) is most entertaining because it mentions what a communication crisis is, how to create and implement a strategy; Along with this general explanation it also mentions certain examples like the Johnson Johnson Tylenol Recall, Merrill Lynch, etc. Either for those in the business or in the business, this book is a reliable tool to learning the basics of corporate communication.

Strategies for clear communication in today's muddled corporate environment Corporate communication involves much more than just motivating employees and dispensing good PR. It represents a tool to be leveraged shy; shy; and a process to be mastered. The Power of Corporate Communication shows managers and executives how to communicate effectively with fellow employees from the mailroom to the boardroom, and even between organizations and across industries. Fully accessible and refreshingly non-academic, it creates an easy-to-follow map of the world of corporate communication, with workplace-tested approaches for addressing common challenges. Written by two leaders in today's corporate communication field shy; shy; Paul Argenti is the author of 1994's groundbreaking Corporate Communications shy; shy; The Power of Corporate Communication is replete with careful analyses and real-world examples and case studies from leading organizations including Sony, Coca-Cola, and GE.

From the Back Cover Strategies for Effectively Communicating with All Constituencies, External and Internal shy; shy; and Boosting Corporate Reputation and Your Bottom Line Effective corporate communication requires a carefully formulated and implemented program, one that will both craft your corporation's image and protect that image when problems arise. The Power of Corporate Communication is today's most straight-talking guide for mastering the art shy; shy; and leveraging the power shy; shy; of corporate communication. Dozens of field-tested techniques provide solutions for internal and external corporate communication challenges. Insights from today's leading corporate communication experts combine with real-life examples from global corporations including Microsoft, Johnson Johnson, and GE to examine: Key components of the corporate communication function Methods to manage multiple constituencies and deliver consistent, relevant messages Crisis communication tactics, and the dangers of creating "spin" as opposed to facing problems head-on A successful communication program is central to everything your organization accomplishes, or hopes to accomplish. Let The Power of Corporate Communication provide you with the tools you need to establish and maintain that program shy; shy; and build a corporate communication program that provides you with a strategic advantage. "If left unaddressed, issues of corporate communication can come back to haunt a company; when addressed, they can extend its success. Our hope is that you will use The Power of Corporate Communication as a field guide in building your company's reputation." shy; shy; From Chapter One Pick up a copy of today's Wall Street Journal, and odds are that you'll find a front-page story of a troubled company grappling with a highly public crisis. Now ask yourself: Could that situation have been alleviated shy; shy; or even avoided completely shy; shy; if executives in the corporation had practiced more effective communication? In nine cases out of ten, the answer will be yes. The Power of Corporate Communication

outlines a program for creating a powerful, consistent corporate image that will provide measurable long-term benefits and value to your organization. Written by two of the most influential pioneers in the study of corporate communication, this timely book reveals: Techniques for being responsive;shy;and effective;shy;in communicating with all forms of media The importance of strong employee communication programs in carrying out corporate strategy and mission Methods for partnering with governments and communities Strategies for communicating with analysts, investors, customers and other stakeholders Steps for building corporate reputation In today's media-saturated "Age of Transparency," network news programs, cable channels, advocacy groups, and chat rooms are constantly on the lookout for corporate slips and blunders. Scores of high-profile incidents reveal the harsh consequences to companies that fail to recognize the importance of effective corporate communication. The Power of Corporate Communication show you how to give your company's communication programs the weight they deserve. It will help you regain control of your public image, and craft a consistent corporate voice and image;shy;one that will pay bottom-line dividends when the next corporate crisis hits.

About the Author Paul Argenti is Professor of Management and Corporate Communication at the Tuck School of Business at Dartmouth College. Both The Wall Street Journal and US News World Report have rated Professor Argenti's department number one in the nation. The author of numerous books and journal articles, including 1994's groundbreaking Corporate Communication, Professor Argenti has provided management and corporate communication consulting and training to organizations for more than 20 years. Janis Forman, Ph.D., is founder and director of the Management Communication Program for UCLA's Anderson Graduate School of Management. Professor Forman is a distinguished senior consultant, educator, and speaker. Author of several books and many articles, she received the Association for Business Communication's researcher award for her extensive publication record and its impact on the profession.