



# The IABC Handbook of Organizational Communication: A Guide to Internal Communication, Public Relations, Marketing and Leadership (J-B International Association of Business Communicators)

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*The IABC Handbook of Organizational Communication* is the fourth edition of the best-selling resource that offers a comprehensive collection of practical knowledge and insights about effective corporate communication and its effect on organizational success. With contributions from the leading experts in organizational, business, and corporate communications, this invaluable resource examines each of the functional areas of organizational communication including internal communication, public relations, marketing, and communication strategy. This important book is written for communicators in organizations of all types—large and small, public and private, for profit and not for profit. The contributors demonstrate how these fields are changing and what the future holds. This edition includes illustrative case studies and information on new topics such as globalization and crosscultural communication, new technologies and employment patterns, corporate responsibility, research measurement and ROI, and the virtual corporation.

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## **Editorial Review**

### **Review**

"This is an important new large-scale professional public relations reference work. It contains something for everyone in corporate communications. Its distinctive international flavor, in a rapidly globalizing business world, makes it a user friendly reference from many cultural perspectives."

—James E. Lukaszewski, *ABC, APR, Fellow PRSA*, chairman and president, The Lukaszewski Group Inc.

"*The IABC Handbook of Organizational Communication* is a truly comprehensive and didactical overview that will provide both students and practitioners with the basics of this complex management function. Contents are developed by worldwide-recognized professionals and reflect state-of-the-art knowledge of this field."

—Rose-Marie Losier, managing director, Spanish Association of Communication Directors

"*The IABC Handbook of Organizational Communication* makes a quantum leap from its predecessor editions by broadening the scope of topics covered, bringing in the expertise of forty-five chapter contributors and creating a book that is both textbook ready for the classroom and an excellent resource in a communicator's office."

—Wilma Matthews, *ABC, IABC Fellow*, director of constituent relations, Arizona State University

### **From the Inside Flap**

The IABC Handbook of Organizational Communication is the fourth edition of the best-selling resource that offers a comprehensive collection of practical knowledge and insights about effective corporate communication and its effect on organizational success.

With contributions from the leading experts in organizational, business, and corporate communications, this invaluable resource examines each of the functional areas of organizational communication including internal communication, public relations, marketing, and communication strategy. This important book is written for communicators in organizations of all types—large and small, public and private, for profit and not for profit.

The contributors demonstrate how these fields are changing and what the future holds. This edition includes illustrative case studies and information on new topics such as globalization and crosscultural communication, new technologies and employment patterns, corporate responsibility, research measurement and ROI, and the virtual corporation.

The IABC Handbook of Organizational Communication is designed to be a flexible resource with a wide range of applications. Those new to the world of corporate communication will find that the book highlights issues that are critical to understand and master in any organization. Professional communicators will gain new insights into traditional and emerging issues in organizational communication. Corporate executives who are outside the communication discipline will develop an understanding of the importance and reach of communication within their organization and with other stakeholders outside their organization.

The International Association of Business Communicators and the IABC Research Foundation provide

professional development programs and groundbreaking research representing the best global communication practices, ideas, and experiences that enable communicators to develop highly ethical and effective performance standards.

From the Back Cover

Praise for The IABC Handbook of Organizational Communication

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