

# **Adfo Groep**

**Roos Beerkens,Emmanuelle Le Pichon-  
Vorstman,Roseline Supheert,Jan Ten Thije**

The Management Game of Communication Peggy Simcic Brønn,Stefania Romenti,Ansgar Zerfass,2016-09-05 The book provides insight into the expanding field of corporate communication by exploring the benefits of research and education which merge insights from the disciplines of business and communication. The book provides a uniquely European view and stimulates discussions in a continuing area of interest among academics and practitioners alike.

Adfo sponsoring : cases nr. 4 W.J.P.M. Lokerman,2000

**Enhancing Intercultural Communication in Organizations** Roos Beerkens,Emmanuelle Le Pichon-Vorstman,Roselinde Supheert,Jan Ten Thije,2020-06-01 This book provides a qualitative analysis of the process of consultancy, to prove how intercultural communication can solve issues rising from multiculturalism in organizations and policymaking. Experts in intercultural consultancy examine 12 different cases from real situations, focusing on interviews with clients and the way advice is presented and discussed with them, and on collected data and the process by which it is gathered. The book proves how the mechanisms of intercultural communication can be used to foster respectful relationships between people of different cultural and linguistic backgrounds and contribute to the success of the project or organization in question. This book will be a key resource for scholars and students involved in intercultural communication, management, and consultancy, as well as professionals that are confronted in their work with diversity and would like to know more about intercultural consultancy. Additional questions for discussion and readings are available as e-resources on the Routledge Website.

Social Technologies in Business Collectif,,Isabel De Clercq (dir.),2017-06-13 Do you want to discover how social technologies transform individuals and organisations? Are you looking for hands-on tips on how to implement this technology? Are you

ready to steal ideas from the very people who succeeded? Then this book is exactly what you need. In this book, you will find:

- 15 authors from across the globe share their experiences, successes and failures.
- From the more philosophical matters, and tool-related questions, right across to concrete cases and “how to” tips: this book is a one-stop shop.
- It’s a handbook: pick a chapter at random and enjoy.

This book showcases a deep understanding of the essential connection between technology and cultural change, and how this is the ‘fuel’ of the most innovative organisations out there.

**EXCERPT** Traditional hierarchy works perfectly in a stable world defined by predictability, repetitive tasks and standardisation. In times of constant change, speed and instability hierarchy turns out to be an inadequate, perverted and perverting system. Managers behave like heroes who know it all and treat their staff as children. Digital is the opposite of all this; digital is the Renaissance of work. Focus and power are given to the individual – employees and customers. Digital transformation kicks out the feudal system that dehumanises work. Technology in general and social technologies in particular allow employees to raise their voice and connect with people across hierarchical and geographical boundaries. This is quite revolutionary because individuals start to think for themselves and work becomes more purposeful.

**REVIEWS** This book is at the very intersection between technology and human beings. Thanks to technology, we are all interconnected, we grow as professionals, and we can transform our organisations. Read how technology drives business success and, ultimately, transforms the society we live in.

- Saskia Van Uffelen, CEO of Ericsson BeLux and Digital Champion Belgium

**ABOUT THE AUTHOR** Isabel De Clercq is passionate about the vibrant interaction between people, brands, social technologies and organisational change. She enjoys delivering a positive message about technologies in general, and about social initiatives in particular. Isabel supports

organisational transformation through social initiatives (keynote speeches, awareness sessions and workshops). She is a crusader against Digital Detox and an evangeliser of Working Out Loud. Isabel works as Sparkle Architect and Trend Catcher at Wolters Kluwer Belgium.

**How Strategic Communication Shapes Value and Innovation in Society** Betteke van Ruler, Iekje Smit, Øyvind Ihlen, Stefania Romenti, 2017-11-03 Let's Talk Society - and the society we're talking about is in transition to a green and sustainable society, an inclusive society, and an innovative and reflective society. What is our role as communication professionals in all of this? How can we foster public debate? This book addresses these challenges and offers some answers.

**Communication Excellence** Ralph Tench, Dejan Verčič, Ansgar Zerfass, Ángeles Moreno, Piet Verhoeven, 2017-03-28 Exploring the implications of 10 years of data from more than 21,000 communication professionals across Europe, combined with case studies and interviews with senior communication directors from top European companies and organisations, this book provides an insight into how to build, develop and lead excellent communication. It presents a culmination of research and best practice models, covering strategic communication, the impact on reputation, crisis, mediatisation, organisational culture, new digital, social and mobile media as well as the development of professionalisation. Providing clear guidance on the difference between normal and excellent communications departments, the book shows readers how communication can effectively influence and support the organisation and positively fit within the business strategy of today's global and changing markets. The study behind this book, the European Communication Monitor, is known as the most comprehensive provider of reliable data in the communication field worldwide.

**Brilliant Business Models in Healthcare** Jeroen

Kemperman, Jeroen Geelhoed, Jennifer op 't Hoog, 2016-11-18 This exciting resource examines pioneering, successful business models in healthcare services, emphasizing bold and innovative entrepreneurship in creating care delivery that is accessible, affordable, and effective. Expert contributors supply fascinating case studies of visionary principles at work in hospitals, specialist care, eHealth providers, and insurers along with practical guidance on building and sustaining a vision, a brand, an organization, and a loyal base of clients, employees, and investors. Featured companies demonstrate how moving beyond conventional patient/provider, service/cost, and other relationships can translate into improvements that benefit clients' health and stakeholders' bottom line as well as the larger community and potentially the world. Coverage analyzes key attributes of these successful entities, detailing key challenges, funding issues, and especially breakthrough goals, including: Strengthening mutual caring and sharing. Letting prevention and self-management work. Patient-centered organization of information and everyday care. Deploying services and instruments to help customers take control. Implementing differentiation in specialized healthcare. The result is crucial takeaways for creating transformational business models in health fields. Approachably written and brimming with infographics, *Brilliant Business Models in Healthcare* provides inspiring role models for entrepreneurs, managers, consultants, and professionals in the healthcare sector, including providers, insurers, technology suppliers, and pharmacists.

### **Educational Research and Innovation Governing**

**Education in a Complex World** OECD, 2016-04-12 What models of governance are effective in complex education systems? In all systems an increasing number of stakeholders are involved in designing, delivering and monitoring education.

**Newspapers: A Lost Cause?** P. Hendriks, 2012-12-06 *Newspapers: A Lost Cause?* describes the recent history of

newspaper firms in the United States and The Netherlands, and attempts to assess the chances of survival of the printed newspaper. The changing competitive media landscape and the challenges of today's newspaper organisations, including the impact of the Internet on the news industry, are described and analysed. The author argues that although the printed newspaper will not be replaced overnight by (new) competing media, the traditional business model of newspapers is being eroded slowly but steadily. A healthy newspaper industry and prospering newspaper firms can only exist, if management - including journalists and marketeers - focus their attention on changing the newspaper organisation and capitalise more intensively on its core assets and skills.

**Internal branding 2.0** Luc van Beers, Gaby Nedeski, 2015

Business Transformatie Framework - een raamwerk voor organisatieverbetering Jeroen Stoop, Sjoerd Staffhorst, Remco Bekker, Tjerk Hobma, 2016-10-04 Dit boek beschrijft het BTF, afkorting voor Business Transformatie Framework, een op best practice gebaseerde methodische aanpak voor Businesstransformatie. Het is een praktische methode die organisaties helpt bij het ontwerpen, ontwikkelen, plannen en besturen van organisatieveranderingen. Het maken van een goed en gedragen veranderplan is immers de eerste stap van een succesvolle verandering. Kort en krachtig: het BTF geeft grip op organisatieverandering! Bij het BTF zijn samenhang en samenwerking essentieel. De methode dwingt tot het aanbrengen van samenhang tussen omgeving, strategie en veranderportfolio alsmede tussen de vier verschillende aspecten van de bedrijfsvoering: Klanten & dienstverlening, Processen & organisatie, Informatie & applicaties en ICT-infrastructuur & faciliteiten. Dat is complex. Het BTF maakt het echter beheersbaar door samenhang gestructureerd en stapsgewijs aan te brengen. Het aanbrengen van samenhang kan alleen door goede samenwerking tussen alle lagen van de organisatie en

tussen de verschillende afdelingen en functionarissen. Het raamwerk is er dan ook op gericht verandering tastbaar en concreet te maken, zodat alle stakeholders erbij kunnen worden betrokken en eraan kunnen bijdragen. Bij het BTF gaan ontwikkelen en ontwerpen hand in hand. Immers, mensen willen wel veranderen, maar niet veranderd worden! Dit boek is de officiële beschrijving van het Business Transformatie Framework; het is gericht op managers en professionals die werkzaam zijn in informatie-intensieve organisaties en zich bezighouden met organisatieverandering. Gebruikers van de methode zijn o.a. operations managers, CIO's, informatiemanagers, portfoliomanagers, verandermanagers, programmamanagers en organisatieadviseurs.

Marketingcommunicatie in de sport, 2/e Wim Lagae, 2006 In de sport omvat de marketingcommunicatie van sport als de marketingcommunicatie door sport. Veel verhalen laten twee zijden zien van dezelfde medaille.

Internal branding 2.0 Gaby Nedeski, 2015 Praktische handleiding voor bedrijven met interviews en cases over reputatiemanagement.

*Reclamejargon* Hans van Dijk (reclame.), 2013

*Excelencia en comunicación* Ángeles Moreno, Cristina Fuentes-Lara, Noelia Zurro-Antón, Ralph Tench, Ansgar Zerfass, Dejan Verčič, Piet Verhoeven, 2023-11-21 Este libro recoge datos de 40.000 profesionales de comunicación, completados con casos de estudio y entrevistas con directores de comunicación sénior de reconocidas empresas y organizaciones. Se fundamenta en el European Communication Monitor, conocido como el más amplio y sólido estudio sobre el sector de la comunicación en el mundo. El libro enseña cómo construir, desarrollar y liderar comunicaciones excelentes, teniendo en cuenta el impacto sobre la reputación y el efecto de la cultura organizacional, la gestión de crisis o la mediatización a través de los nuevos medios digitales. Asimismo, proporciona indicaciones claras, basadas en

la identificación de los departamentos de comunicación excelentes, y muestra a los lectores y lectoras cómo la comunicación puede influenciar y apoyar con efectividad a las organizaciones, vinculando la estrategia de negocio en los mercados globales y fluctuantes de hoy.

**A notícia hoje** Adriel Henrique Francisco Cassini, Ágata do Nascimento Macedo, Arthur Honorato de Almeida, Bruna Raquel Couto de Farias Carneiro, Caio Ferreira, Cândida Emília Borges, Lemos Cláudia Thomé, Daiana Sigiliano, Deborah Luísa Vieira dos Santos, Fabiana Piccinin, Franciane Maria Silva de Freitas, Gustavo Teixeira de Faria Pereira, Jaqueline Frantz de Lara Gomes, Jhonatan Mata, Jorgelene dos Santos Oliveira, José Tarcísio da Silva Oliveira Filho, Karina Woehl de Farias, Kissyla Fernanda Pereira dos Santos Pires, Letícia da Silva Lima, Liliane de Lucena Ito, Luciana Moraes, Marco Aurelio Reis, Natália Ferreira de Campos, Talita Magnolo, Tiago Segabinazzi, Ao percorrer as páginas da obra intitulada “A Notícia Hoje”, meticulosamente organizada pelas pesquisadoras Liliane de Lucena, Adriana Pierre Coca e Dora Santos Silva, torna-se crucial destacar os notáveis benefícios que esta contribuição confere à construção de uma práxis que fomente o pensamento crítico em relação ao exercício midiático transformador, bem como à compreensão do jornalismo vigente na contemporaneidade. A transformação nos meios midiáticos ocorre no cotidiano exercício da reflexão e na exposição de seus temas. Estou seguro de que a diversidade do seu conteúdo não apenas enriquecerá, mas também fortalecerá as ações afirmativas tão prementes na sociedade atual.

*Handboek Direct Marketing 3.0* Paul Gustaaf Postma, Lars Arnoldussen, Sjoukje van de Kolk, 2011

*Het einde van business as usual* Brian Solis, 2013

Brinkman's cumulatieve catalogus van boeken, 2002 Voorts een alfabetische lijst van Nederlandsche boeken in België uitgegeven.



# **Brinkman's Cumulatieve catalogus van boeken de in Nederland en vlaanderen zijn uitgegeven of herdrukte ,2001**

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