

Communicationsother Comms Tools42

Jack J. Phillips,Wendi Friedman Tush

The Professional Communications Toolkit D. Joel Whalen, Tina M. Ricca, 2006-12-20 The Professional Communications Toolkit presents a compelling vision of communication that offers little known and amazingly effective techniques for the novice speaker and stage-savvy pro alike. Author D. Joel Whalen provides practical, research-based tools that apply perfectly to all professional communication, whether it's one-on-one conversations, speaking at small staff meetings, or delivering a keynote address to a ballroom full of people.

Unified Communications For Dummies Tony Bradley, Satish Shah, 2010-01-12 In our increasingly mobile world, communication must be effective, global, and available through multiple technologies seamlessly. Unified Communications logically blends and combines previously separate services and features, making communication possible by any means, with anyone, using any of your devices. This complex topic is perfect for a book dedicated to making everything easier! Unified Communications For Dummies introduces you to the many advantages this technology offers your business and shows you how to develop a strategy for bringing it about. * Unified Communications is a new paradigm for working and communicating efficiently and collaboratively * This book explains the features available with Unified Communications and how they can create new capabilities to drive customer satisfaction * Shows how Unified Communications encompasses office and mobile phones, voicemail, instant messaging, fax, Internet phone calls, texting, and even Web conferencing * Provides a step-by-step approach for creating a Unified Communications strategy * Offers tips for improving the implementation process * Shares real-world examples of how Unified Communications is being used today Unified Communications For Dummies shows you how to meet business needs with this emerging, cutting-edge solution.

The Project Management Communications Toolkit, 2013 Effective communication is the most powerful tool a manager can use. This is especially true for project managers who are tasked with coordinating the efforts of every project member as well as maintaining an open dialog with senior executives. Helping professionals achieve a high-level of communications expertise is the goal of this second edition book and CD-ROM package. The book explains how to energize projects, create momentum, and achieve success by talking and listening to staff members. Moreover, it teaches how to effectively communicate project status and requirements to executive management. The valuable CD-ROM supplies the tools to do the job right... ready-to-use documents, forms, reports, and project templates that help ensure effective, clear, and consistent communication. This second edition also includes new changes from A Guide to the Project Management Body of Knowledge (PMBOK), Fifth Edition, as well as new material on evolving tools such as social media. As new technology has found its way to the marketplace, simple approaches from years gone by are modified for cloud-sharing tools, social media, and other considerations.

Corporate Conversations Shel Holtz, 2004 Corporate Conversations gives you insight, ideas, and an action plan to energize and empower the exchange of information in your company. Author Shel Holtz has more than twenty-five years of experience helping companies enhance their strategies for crafting and delivering vital internal messages. He uses real-life case studies to demonstrate the best strategies for making sure everyone within your

company is on the same page. Corporate Conversations defines the three primary results you should achieve through every employee communication: promoting loyalty, inspiring quality work that satisfies the needs of your customers, and encouraging your employees to represent the company in a manner consistent with the image you've defined. The book shows you how to use traditional and online tools to develop an internal communications program that will help you.--BOOK JACKET.

Key Issues in Organizational Communication Dennis Tourish, Owen Hargie, 2004 Exploring key issues in communication and their impacts on organizational outcomes and management theory, this book considers the important changes in technology and globalization in the context of communications.

Communication Management P. S. Tripathi, 2009 This book is about communications. Its chief purpose is to provide a comprehensive and up-to-date treatment of the subject of communications, the criticality of the function, strategies and activities involved, and how it can be managed and organized properly. The book incorporates current thinking and developments on these topics from both the academic and practitioner worlds, combining a comprehensive theoretical foundation with numerous practical insights to assist managers in their day-to-day affairs and in their strategic and tactical communications decisions. Examples and case studies are highlights of this book. Specifically, the book provides insights into the nature of the communications profession, the issues that define this profession, the strategies and activities that fall within its remit, and the ways in which it can be managed and organized in companies. This book will be truly appreciated by all the readers.

World Class Communication Virgil Scudder, Ken Scudder, 2012-10-02 Proven advice for communicating effectively before the media, customers, employees, and investor relations Many executives focus too narrowly on the financial side of their business and neglect the importance of communicating with their employees, the media, and the public. World Class Communication equips you with crisis lessons, procedures, and examples that could help your company save millions of dollars through proper preparation and response. The must-have book every CEO needs, World Class Communication is packed with examples of good and bad handling of countless situations and expert instruction on how to manage them without breaking into a sweat. Reveals the keys to successful shareholder communication Tips for winning in the media—every time out Expert tips for developing powerful public speaking techniques Discover how to rally employee support and performance through communication There is a great, and often irrational, fear of the media among CEOs, with too few executives truly knowing how to deliver a message effectively in an interview. World Class Communication delivers the necessary tools and techniques you need to communicate your message to your target audience—from shareholder meetings to corporate communications to handling crises.

Integrated Marketing Communications in Risk and Crisis Contexts Robert S. Littlefield, Deanna D. Sellnow, Timothy L. Sellnow, 2021-03-09 Integrated Marketing Communications in Risk and Crisis Contexts is part of the Lexington Books Integrated Marketing Communication (IMC) series. The authors present a culture centered model for examining risk and crisis communication within the context of IMC to provide a more robust understanding of myriad cultural

variables affecting the perception of risk and crisis messages and the means by which these messages are processed by different publics, particularly multicultural and international groups. While the conceptualization of what constitutes IMC has been broad, from the perspective of risk and crisis communication, the focus is quite specific: All communication and messages created and disseminated in a risk or crisis situation must be carefully created and strategically presented if the intended outcomes associated with the publics' responses are to be realized by the sender of the messages.

Internal Communication Management Antonio Ragusa, 2011

Corporate Communications Lars Thøger Christensen, Mette Morsing, George Cheney, 2008-02-28 The field of corporate communications describes the practices organizations use to communicate as coherent corporate 'bodies'. Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes. The authors pose important questions such as: - Where does the central idea of corporate communications come from? - What are the underlying assumptions of most corporate communications practices? - What are the organizational and ethical challenges of attempting truly 'corporate' communication? Clearly written with international vignettes and executive briefings, this book shows that in a complex world the management of communication needs to embrace multiple opinions and voices. Rewarding readers with a deeper understanding of corporate communications, the text will be a 'must read' for advanced undergraduates, graduate students, and scholars, in the arenas of corporate communications, organizational communication, employee relations, marketing, public relations and corporate identity management. Practitioners in these areas will be provoked to re-examine their assumptions and habits.

Risk Communication Regina E. Lundgren, Andrea H. McMakin, 2018-07-10 THE ESSENTIAL HANDBOOK FOR EFFECTIVELY COMMUNICATING ENVIRONMENTAL, SAFETY, AND HEALTH RISKS, FULLY REVISED AND UPDATED Now in its sixth edition, Risk Communication has proven to be a valuable resource for people who are tasked with the responsibility of understanding how to apply the most current approaches to care, consensus, and crisis communication. The sixth edition updates the text with fresh and illustrative examples, lessons learned, and recent research as well as provides advice and guidelines for communicating risk information in the United States and other countries. The authors help readers understand the basic theories and practices of risk communication and explain how to plan an effective strategy and put it into action. The book also contains information on evaluating risk communication efforts and explores how to communicate risk during and after an emergency. Risk Communication brings together in one resource proven scientific research with practical, hands-on guidance from practitioners with over 30 years of experience in the field. This important guide: Provides new examples of communication plans in government and industry, use of social media, dealing with fake news, and new digital tools for stakeholder involvement and crisis communications Contains a new chapter on partnerships which covers topics such as assigning roles and expectations, ending partnerships, and more Presents real-world case studies with key lessons all risk communicators can apply. Written for engineers, scientists, professors and students, land use planners, public

health practitioners, communication specialists, consultants, and regulators, the revised sixth edition of Risk Communication is the must-have guide for those who communicate risks.

Communication and Implementation Jack J. Phillips, Wendi Friedman Tush, 2008-02-13 Communication and Implementation Communication and Implementation is the sixth of six books in the Measurement and Evaluation Series from Pfeiffer. The proven ROI Methodology--developed by the ROI Institute--provides a practical system for evaluation planning, data collection, data analysis, and reporting. All six books in the series offer the latest tools, most current research, and practical advice for measuring ROI in a variety of settings. Communication and Implementation explores two important topics that are vital to the ROI Methodology--reporting results and sustaining the process. The authors show how to report results that will ensure that the audience has the information needed so that the improvement processes will be implemented successfully. The book explores the range of reporting methods, including face-to-face meetings, brief reports, one-page summaries, routine communication, mass-audience techniques, and electronic communications. The authors offer suggestions for determining the best methods to employ. In addition, Communication and Implementation contains information on how to keep the ROI process going for the long haul and how to make it a valued process for any organization.

Strategic communication ,

Communication Technology Update and Fundamentals August E. Grant, Jennifer H. Meadows, 2013-09-05 New communication technologies are being introduced at an astonishing rate. Making sense of these technologies is increasingly difficult. Communication Technology Update and Fundamentals is the single best source for the latest developments, trends, and issues in communication technology. Featuring the fundamental framework along with the history and background of communication technologies, Communication Technology Update and Fundamentals, 12th edition helps you stay ahead of these ever-changing and emerging technologies. As always, every chapter has been completely updated to reflect the latest developments and market statistics, and now covers digital signage, cinema technologies, social networking, and telepresence, in addition to the dozens of technologies explored in the previous edition. The book also features industry structure and regulation, history, and theory along with full coverage of the latest technologies! The book's companion website (<http://commtechupdate.com>) offers updated information submitted by chapter authors and offers links to other Internet resources.

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.

Digital Communication Management Beatriz Peña-Acuña, 2018-09-19 The director of communication is an impassioned profession that discovers which strategies are the best and the most intelligent. There are few manuals, and there are some that offer general and sparsely updated information about the change that new technologies imply. We find the literature isolated that can be directly useful. However, we will say that there is no single recipe for DirCom or communication consultants. Each one will offer different models according to the variables or factors that seem to them to be able to rectify the direction of a company according to his or her personal mood.

Marketing Communications Management Paul Copley, 2007-03-30 Marketing Communications Management: concepts and theories, cases and practice makes critical reflections on the prime issues in integrated marketing communications and is designed to encourage the reader to stop and think about key issues. The author takes a managerial approach to the subject and provides a set of frameworks that facilitate both learning and teaching. A wide range of pedagogical features is included such as sample exam questions, 'stop points', vignettes, and case studies, and a summary of key points concludes each chapter. Most organizations need some form of marketing or corporate communications and this text is designed to service both practitioners and students undertaking formal study. The author addresses strategic and critical issues that dovetail with the current interest in marketing communications as reflected in the media, with particular emphasis given to advertising and sponsorship.

Manager's Guide to Excellence in Public Relations and Communication Management David M. Dozier, Larissa A. Grunig, James E. Grunig, 2013-10-18 This book reports findings of a three-nation study of public relations and communication management sponsored by the International Association of Business Communicators (IABC) Research Foundation. The Excellence Study provides communication managers and public relations practitioners with information critical to their own professional growth, and supplies organizations with tools that help them communicate more effectively and build beneficial relations with key publics. Communication excellence is a powerful idea of sweeping scope that applies to all organizations -- large or small -- that need to communicate effectively with publics on whom the organization's survival and growth depend. The essential elements of excellent communication are the same for corporations, not-for-profit organizations, government agencies, and professional/trade associations. And they are applicable on a global basis. The study identifies three spheres of communication excellence. These spheres consider the overall function and role of communication in organizations, and define the organization of this book. They are: * the core or inner sphere of communication excellence -- the knowledge base of the communication department, * the shared expectations of top communicators and senior managers about the function and role of communication, and * the organization's culture -- the larger context that either nurtures or impedes communication excellence. This text also examines communication excellence as demonstrated in specific programs developed for specific publics.

The New Communications Technologies Michael Mirabito, Barbara Morgenstern, 2004-03-23 As new communications applications are developed and brought to market, it is vital for communications professionals to keep abreast of these issues. Since the technologies and applications also affect our daily lives, it is important to understand how they will shape the country and, by extension, the world at large. International censorship, the impact of the Internet and wireless tools, and the legislation following the World Trade Center bombing all fall into this category. *The New Communications Technologies*, Fifth Edition, provides vital information on the new and emerging technologies that will shape the way communicators do business. The book explores the new communications technologies and covers topics ranging from multimedia and production to satellites to digital communication. Just as important, the book examines the social, economic, and political impact brought about by the adoption of such technologies and applications; this fallout includes privacy concerns, First Amendment issues, and the implications raised by biometric systems.

Corporate Communications Management Diane Mary Gayeski, 1993 *Corporate Communications Management: The Renaissance Communicator in Information-Age Organizations* is a unique and comprehensive approach to managing corporate communications. It looks at the multitude of factors that go into successful corporate communications, including communication and learning theories as they apply to corporate business; how companies use communication; and how to analyze, create, and implement successful communication campaigns. This book also examines the status of the corporate communicators within an organization and analyzes the role of the communicator within the corporate environment. *Corporate Communications Management* features a breakthrough approach to corporate communications, numerous concrete examples drawn from the real world of corporate communications, interviews with professionals working in the field, and examples of successful communications campaigns. This book details corporate communication skills, technologies, theory, and practices within a professional context. Taking an interdisciplinary approach, *Corporate Communications Management* synthesizes several vital communication areas to provide a complete and practical grounding in corporate communication. Its primary success is in providing the tools that corporate communicators need to manage their resources effectively.

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