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Corporate Communication

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The Handbook of Communication and Corporate Reputation Craig E. Carroll,2015-04-10 With the latest insights from the world of communication studies into the nature of corporate reputation this new addition to Wiley Blackwell s series of handbooks on communication and media reflects the growing visibility of large businesses ethical profiles and tracks the benefits that positive public attitudes can bring Serves as the definitive research collection for a fast growing field featuring contributions by key international scholars Brings together state of the art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

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concerns in the world of finance Rhetoric in financial discourse provides new insights into how companies communicate with key stakeholders not only to boost transparency but also to attract investment The book offers an in depth linguistic analysis of the rhetorical dimension of financial communication It focuses on two technology mediated genres which are widely used yet remain largely unexplored from a rhetorical perspective earnings presentations and earnings releases Using an innovative methodological approach the book shows how corporate speakers and writers use distinctive rhetorical strategies to achieve their professional goals It includes a practical discussion of how the findings can be exploited to develop state of the art corporate communication courses and to improve the effectiveness of financial disclosure in professional settings The book contributes to an enhanced understanding of the language of finance representing a discourse community that involves and impacts the lives of many people around the world It will be of interest to several communities of practice including language researchers discourse analysts corpus linguists finance and communication academics students of business and finance and professionals of financial communication Belinda Crawford Camiciottoli is Associate Professor of English Language and Linguistics at the University of Pisa Her research focuses on business discourse in both academic and corporate settings She has published in leading journals including Discourse Communication Business Communication Quarterly and English for Specific Purposes She is the author of The Language of Business Studies Lectures 2007 She has taught business and organizational communication courses for universities based in Italy the US and the UAE

Tools and Techniques for Economic Decision Analysis Stankovi?, Jelena, Delias, Pavlos, Marinkovi?, Sr?an, Rochhia, Sylvie, 2016-10-31 The success of any business relies heavily on the evaluation and improvement on current strategies and processes Such progress can be facilitated by implementing more effective decision making systems Tools and Techniques for Economic Decision Analysis provides a thorough overview of decision models and methodologies in the context of business economics Highlighting a variety of relevant issues on finance economic policy and firms and networks this book is an ideal reference source for managers professionals students and academics interested in emerging developments for decision analysis

Business Discourse Francesca Bargiela-Chiappini, Catherine Nickerson, B. Planken, 2013-07-25 This second edition reviews the field of business discourse centring on the investigation of business language and communication as practice It combines research based discussions with innovative practical applications and promotes debate and enquiry on a range of competing issues emerging from business discourse research and teaching practice

Business Communication Mary Munter, 1987 *Guide to Managerial Communication* Mary Munter, 2003 For Management Communication courses at both the undergrad and MBA level This book is written for anyone who needs to communicate in today's business or professional environment This newly revised sixth edition summarizes practical skills for communication strategy writing and speaking

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