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Argenti Paul 2012 Corporate Communication

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Corporate Communication. Paul A Argenti. McGraw-Hill Education, Sep 4, 2012 - Business & Economics - 328 pages. 0 Reviews. Corporate Communication, 6th Edition shows readers the importance of...

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Paul A. Argenti. 3.75 · Rating details · 81 ratings · 6 reviews. Argenti's Corporate Communication was the first text to tackle this subject, and now in its fourth edition, it remains the most comprehensive book in this field. Corporate Communications describes the changes in the environment for business that have taken place over the last half-century, and their implications for corporate communication.

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Knowledge @ Wharton wrote a follow-up post to the New York Times article I was quoted in regarding Blankfein's new role as spokesman for same-sex marriage. Some excerpts are below and you can find the full article here. "I'm Lloyd Blankfein ... and I support marriage equality." Those are the words used by the chairman and CEO of Goldman Sachs in a new video spot produced by The Human ...

February | 2012 | Paul A. Argenti

Corporate Communication 6th (sixth) Edition by Argenti, Paul published by McGraw-Hill/Irwin (2012)

Corporate Communication: Argenti, Paul A: 9780073403175 ...

Corporate Communication (Paperback) Published September 4th 2012 by McGraw-Hill Education. Paperback, 307 pages. Author (s): Paul A. Argenti. ISBN: 0073403172 (ISBN13: 9780073403175) Edition language: English.

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Corporate Communication; Corporate Responsibility Bio Paul Argenti's recent research on social media extends his expertise in corporate communications, strategy formulation and execution, corporate reputation, and corporate social responsibility—issues on which he consults for corporations and nonprofit organizations.

Tuck School of Business | Paul A. Argenti

Paul A. Argenti, a professor of corporate communication at the Tuck School of Business at Dartmouth, says Mr. Blankfein's decision isn't likely to have any positive impact on the reputation of the firm — or Mr. Blankfein. "If you are a Goldman employee and you are gay or contemplating coming out, this is great," he said.

Corporate Reputation | Paul A. Argenti

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Corporate Communication by Paul A. Argenti (Trade Paper ...

1 post published by paulargenti during August 2012. Last week, I wrote a piece for U.S. News on the contrast between the United States' stellar Olympic record and recent hits to the country's reputation in the press.. Over the last few weeks, as the United States competed and mostly won in the international sports arena at the 2012 Olympics in London, the country itself seemed to suffer ...

August | 2012 | Paul A. Argenti

Paul A. Argenti. Professor of Corporate Communication. Tuck School of Business at Dartmouth 100 Tuck Hall Hanover, NH 03755 603.646.2983. T E A C H I N G E X P E R I E N C E. 1981-Present Tuck School of Business at Dartmouth. Hanover, NH Professor of Corporate Communication. Teach required core course in Analysis for General Managers (AGM) and advanced electives in Corporate Communication and Corporate Responsibility.

Paul A. Argenti Professor of Corporate Communication

Professor Paul Argenti is a pioneer in the field of corporate communication, teaching some of the earliest courses on the subject for Harvard Business School, Columbia Business School and the Tuck...

Paul Argenti - Professor of Corporate Communication - Tuck ...

Paul A. Argenti Of the four disciplines under discussion in this special edition of Management Communication Quarterly, corporate communication is both the newest and perhaps the least understood....

Corporate Communication, 6th Edition shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

The explosion of blogs, social networking sites, wikis, video sharing sites, and other powerful digital communications platforms may be the biggest game-changer to impact business since mechanized manufacturing. In today's Web 2.0 world, company stakeholders--including employees, customers, and investors--are empowered in ways unimaginable just a few years ago, and traditional corporate hierarchies are yesterday's news. Rather than attempt to turn back the clock and reassert strict, top-down control over stakeholder relationships, the smartest companies worldwide are responding with bold new digital communications strategies based on transparency, authenticity, and inclusion, instead of secrecy, artificiality, and exclusion. International corporate communications guru Paul A. Argenti provides a lively, up-to-the-minute review of the Web 2.0 landscape and analyzes the increasingly central role corporate communications plays in virtually every organizational function. Argenti and coauthor Courtney Barnes advise corporate leaders on how to deploy proven strategies for using new and emerging digital platforms to Manage brand identity and company reputation Build a culture of engagement and transparency Turn stakeholders into "company evangelists" Manage internal communications across time zones and language barriers Recruit and retain the best talent Develop compelling messages based on customer and investor needs and desires Argenti and Barnes provide case studies illustrating digital communications best practices at HP, Southwest Airlines, Sony, Dell, IBM, Starbucks, HBO, FedEx, GE, and other major players. This groundbreaking book will teach you how to gain real, manageable control over your organization's communications in today's virtual world.

Corporate Communication, 6th Edition shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

The Third Edition of this market-leading text has been updated and expanded with contemporary case material and more detailed coverage of the main topics and trends in corporate communication. New to the Third Edition: - New chapters on strategic planning and campaign management, research and measurement and CSR and community relations - Greatly expanded coverage of key areas: internal communication, leadership and change Communication, issues management, crisis communication and corporate branding - Other topics to receive new coverage include: public affairs, social media, internal branding and issues of globalization. - New and up-to-date international case studies, including new full-length case studies and vignettes included throughout the chapters. - Further reading and new questions-for-reflection will provide the reader with a means to challenge and further their understanding of each of the topics in the book. - Online teaching material for lecturers and students including: instructors manual, PowerPoint slides and new international case studies of varied length, SAGE Online journal readings, videos, online glossary and web links Praise for the Second Edition: "This is a must-have reference book for Chief Executives, Finance Directors, Corporate Communicators and Non-executive Directors in this "involve me" era of stakeholder engagement and corporate communications. How I wish I had had this book on my desk as a Chief Reputation Officer!" - Mary Jo Jacobi, Former Chief Reputation Officer of HSBC Holdings, Lehman Brothers and Royal Dutch Shell 'This is a comprehensive and scholarly analysis of corporate communications. It will offer students and practitioners alike a considerable aid to study and understanding which will stand the test of time in a fast changing business' - Ian Wright, Corporate Relations Director, Diageo

Featuring real-world examples and case studies from leading organizations such as SONY, Coke, GE and Martha Stewart, this book tackles key topics, including: how to leverage the organization's image; how to get your message to shareholders; and how to manage the media.

Strategic Corporate Communication is an updated adaptation of Argenti's best work for the Indian market. Replete with new cases and examples from Indian industry, it covers all aspects of communication and its development in India. It also contrasts the practice of corporate communication in the US, while further investigating the business environment in India and how that has shaped the corporate

communication function. This book emphasizes the importance of strategic communication, both in terms of how communication serves as an extension of an organization's strategy, and how it can (and should) become more strategic than tactical when approached in a business setting.

This guide to corporate social responsibility (CSR) provides discussion of key concepts in a short, easy-to-use format. It is divided into sections on key terms, the global stage, corporate governance, corporate social responsiveness, public relations and philanthropy, and implications for corporate financial performance. It is an ideal supplement for business courses or as a reference for students and practitioners who would like to learn more about the basics of CSR.

Based on hundreds of hours of in-depth interviews with senior marketing and corporate communications managers from top companies such as Hewlett-Packard, Ericsson, Philips, and Xerox, this book is packed with hands-on advice to ensure business success in the new millennium. Companies must learn to integrate communications three dimensionally; externally with key customers, vertically between senior management and front-line workers, and horizontally across departments. Filled with hints, tips and strategies, this illuminating text shows readers the key to thriving in the upcoming 'customer century'.

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