

## ***Strategic Communication In Business And The Professions***

This book presents a comprehensive guide for public relations and strategic communication professionals and entrepreneurs to effectively manage the communication aspects of startups in the context of business in China. Drawing on interdisciplinary theories, current issues, and updated research evidence obtained from entrepreneurs and startup leaders in China, this concise volume provides research-based insights on the best practices for public relations and strategic communication in the unique context of startups. It addresses relationships with stakeholders, public relations practice, leadership communication, and how to leverage the power of social media in the entrepreneurial context. Strategic Communication for Startups and Entrepreneurs in China will be of great benefit to public relations and strategic communication scholars and practitioners, startup leaders and entrepreneurs interested in opportunities in China, and advanced students in public relations, business communication, and entrepreneurship.

On business communication

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780205693115 .

Designed to support the paradigm shift in media and communication, this book presents the basic tenets of strategic communication and its foundational disciplines of advertising, public relations, and marketing communications. Drawing on the latest research in the field, the text introduces students to the theories of strategic communication while at the same time outlining how to apply them to everyday practice. To facilitate learning and tie concepts to practice, each chapter includes introductory focus questions, a contemporary global case study, a career profile of a current practitioner, end-of-chapter discussion questions, and features that highlight how research methods can be applied to strategic communication practice. Principles of Strategic Communication is ideal as a core text for undergraduate students in strategic communication courses within media, communication, marketing, and advertising programs. The accompanying online support material features chapter summaries, useful links to examples of strategic communication in action, suggested further reading, and practice test questions. Instructors will find an instructor's resource manual that includes sample syllabi, class activities, lecture topics, and a test bank. Please visit [www.routledge.com/9780367426316](http://www.routledge.com/9780367426316).

Designed for introductory business and organizational communication classes, this text focuses on teaching students to master the four essential elements of effective communication--setting goals, knowing the audience, mastering skills, and managing anxiety. Basic communication contexts--interpersonal, group, and public speaking--are applied to the business setting. The Fifth Edition addresses current challenges to business communication presented by new technology, the global marketplace, and diversity within the workforce. Real-World Applications: Practicing Business

Communication boxes examine communication practices in a wide range of businesses. Strategic Skills give students tools they will need as they transition from the classroom to a business setting. Ethical Issues boxes challenge students to think critically about the role ethics takes in business communication.

This book proposes a model for directly aligning strategic communication with organisational business planning to enable effective management of mid- to long-term organisational issues. It argues that current conceptualisations of strategic communication need to be extended to locate it more precisely within definitions of strategy and as an essential element of mid- and long-term business planning. This approach re-positions strategic issues communication in a professional practice dimension that has a specific focus on issues that do not immediately impact on an organisation's ability to achieve its day-to-day business goals. Full of contemporary examples from business, and including a thorough explanation of how the model can be applied in professional practice, the book will prove illuminating reading for scholars, students and professionals alike.

This is a seminal book for anyone who wants to understand, shape or study the communication surrounding sustainability in their interactions with colleagues, employees, supply chain partners and external stakeholders. It develops essential insights on the basis of an extensive review of relevant theories and research drawn from multiple disciplines. Interview data gathered from organization members who are currently communicating about sustainability in their cities, universities, nongovernmental organizations, small businesses and large for-profit organizations provide valuable insights from a practitioner's perspective. The interviewees represent organizations such as the Portland Trailblazers, Tyson Foods, the City and County of Denver and the Natural Resources Defense Council. Theory, research and interview comments combine in a reader-friendly way to provide practical insights and stimulate future research.

[For Mid and Long-term Issues Management](#)

[Research and Theory on Strategic Communication Skills](#)

[A Practitioner's Guide to Implementing Cutting-Edge Methods for Improved Workplace Culture](#)

[Mastering Business for Strategic Communicators](#)

[An Introduction](#)

[New Agendas in Communication](#)

[Special Issue: Strategic Communication](#)

[Strategic Communication at Work](#)

[Business Acumen for Strategic Communicators](#)

[The Strategic Communication Imperative](#)

Never HIGHLIGHT a Book Again Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanies: 9780872893795. This item is printed on demand.

Communication and relationships sit at the centre of our hyper-connected lives, and their effective management is a strategic necessity for all organisations today. As the communication and public relations industries continue to grow globally, they offer a dynamic career for those with the right skills and knowledge. Jane Johnston and Leanne Glenny show how strategic communication and public relations plug into the social, economic and political world, creating crucial links between organisations and people. They explain how communication professionals build partnerships, motivate and engage stakeholders, manage content, media and planning, develop reputations, and troubleshoot crisis communication. Strategic Communication is a complete introduction to the fundamentals of communication and public relations for the next decade. It presents innovative and creative approaches to deliver 100 tools and tactics, over 30 theories and models, and three levels of strategy that underpin successful communication. The authors include examples from around the world, from private sector, public sector and not for profit organisations.

This book examines the state of strategic communication as a discipline and how it has emerged as a unique area of scholarship in the beginning of the 21st century. Strategic communication encompasses all communication that is substantial for the survival and sustained success of entities like corporations, governments, non-profits, social movements, and celebrities. A major aspect of the field is the purposeful use of communication by an organization to engage in conversations of strategic significance to its goals. The contributions in this book provide unique insights, make compelling arguments, and highlight promising areas of scholarship in strategic communication. Presented in four parts, the chapters explore the emergence of strategic communication, its conceptual foundations, its expanding body of knowledge, and the foundation for further development and new directions in the field. Of interest to those studying communication from the perspectives of communication science, management theory, organizational studies, or business administration, this volume will also be useful for readers who are new to strategic communication, and who are interested in the field for its new avenues of research. This book was originally published as a special issue of the International Journal of Strategic

Communication.

Strategic Communication at Work provides the reader with a practical approach to engaging in all types of communication—one-on-one, small group, and large group—to achieve intended results. The framework presented enables readers to make informed decisions that increase the effectiveness of their communication and enhance their credibility. Lennard presents the IMPACT Paradigm—Intending, Messaging, Presence, Attending, Connecting, and Together—in the first part of the book explaining the benefits of using a single framework for all strategic communication. The second part illustrates how to apply these principles and approach interactions with a purposeful mindset, express ideas congruently, and connect with others. The third part offers curated exercises for practicing communication skills, along with specific ways to integrate the paradigm into everyday communication interactions. The text's clear and practical approach will appeal to graduate students of business communication, as well as instructors and professionals interested in improving their communication skills.

Strategic Communications: Cases in Marketing, Public Relations, Advertising and Media provides a collection of 13 comprehensive, contemporary case studies for use in Advertising, Marketing, PR and Media courses with a focus on Australia, New Zealand and the wider Asia Pacific region. In the past it has been the norm for these disciplines to remain distinct entities. However, with growing recognition and emergence of the all encompassing theme of communication in the contemporary business arena, modern professionals need to be skilled in all these communication related areas. Edited by an expert multi-disciplinary group of communications specialists, and supported by an instructor's manual, Strategic Communications will help lecturers provide their students with a solid grounding in the theoretical and practical aspects of contemporary business communication practices.

This concise text provides an accessible introduction to Artificial Intelligence and Intelligent User Interfaces (IUIs) and how they are at the heart of a communication revolution for strategic communications and public relations. Intelligent user interfaces are where users and technology meet - via computers, phones, robots, public

displays etc. They use AI and machine learning methods to control how those systems interact, exchange data, learn from and develop relations with users. The authors explore research and developments that are already changing human/machine engagement in a wide range of areas from consumer goods, healthcare and entertainment to community relations, crisis management and activism. They also explore the implications for public relations of how technologies developing hyper-personalized persuasion could be used to make choices for us, navigating the controversial space between influence, nudging, and controlling. This readable overview of the applications and implications of AI and IUIs will be welcomed by researchers, students and practitioners in all areas of strategic communication, public relations and communications studies.

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[Theory and Practice](#)

[Business Management for Communicators](#)

[Outlines and Highlights for Strategic Communication in Business and the Professions by Dan O'Hair](#)

[Beyond Strategic Communication](#)

[Studyguide for Strategic Communication in Business and the Professions by Ohair, Dan](#)

[Positioning Theory and Strategic Communication](#)

[Strategic Internal Communication](#)

[A Primer](#)

[Engaging Employees through Strategic Communication](#)

[How Strategic Communication Shapes Value and Innovation in Society](#)

REVEL(TM) for Strategic Communication in Business and the Professions employs four essential elements of effective communication—setting goals, knowing the audience, mastering skills, and managing anxiety—both as a framework for learning and as the necessary tools to be a successful communicator. Emphasizing the implications of cutting-edge technology to communication, the authors prepare introductory business and professional communication students for the business world of today. REVEL is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, REVEL offers an immersive learning experience designed for the way today's students read, think, and learn. Enlivening course content with media interactives and assessments, REVEL empowers educators to increase engagement with the course and to better connect with students. NOTE: This Revel Combo Access pack includes a Revel access code plus a loose-leaf print reference (delivered by mail) to complement your Revel experience. In addition to this access code, you will need a course invite link, provided by your instructor, to register for and use Revel.

Strategic communication comprises different forms of goal-oriented communication inside and between organizations, their stakeholders and the society. Strategic communication is an emerging practice and research field integrating established disciplines such as public relations, organizational communication and marketing communication into a holistic framework. The field is based on an awareness of the fundamental importance of communication for the existence and performance of all organizations. This textbook offers a broad insight into the field of strategic communication. The main aim of the book is to give a general overview of theories, concepts and methods in strategic communication. The book also aims to develop an understanding of different perspectives and the consequences each one has for practice. After reading the book the student or reader will be able to define and reflect upon strategic communication as an academic field and professional practice, describe relevant theories and apply these to communication problems. The authors apply a reflective and practice-oriented approach meaning earlier research or theories are not only described, but also discussed from different critical perspectives. A practice-oriented approach means, in this book, that the authors strongly emphasize the role of contexts and situations—where strategic communication actually happens. This book will help business and communications students to not only define and understand a variety of strategic communications theories, but to use those theories to generate communication strategy and solutions.

A guide to strategic communication that can be applied across a range of subfields at all three levels—grand strategic, strategic, and tactical communication Communication is a core function of every human organization so when you work with communication you are working with the very core of the organization. Written for students, academics, and professionals, Strategic Communication Theory and Practice: The Cocreational Model argues for a single unified field of strategic communication based in the three large core subfields of public relations, marketing communication, and health communication, as well as strategic communicators working in many other subfields such as political communication, issues management, crisis communication, risk communication, environmental and science communication, social movements, counter terrorism communication, public diplomacy, public safety and disaster management, and others. Strategic Communication Theory and Practice is built around a cocreational model that shifts the focus from organizational needs and the messages crafted to achieve them, to a publics-centered view placing publics and their ability to cocreate new meanings squarely in the center of strategic communication theory and practice. The author—a noted expert in the field—outlines the theories, campaign strategies, common issues, and cutting edge challenges facing strategic communication, including the role of social media, ethics, and intercultural strategic communication. As the author explains, the term "strategic communication" properly refers only to the planned campaigns that grow out of research and understanding what publics think and want. This vital resource answers the questions of whether, and how, strategic-level skills can be used

across fields, as it: Explores the role of theory and the cocreational meta-theory in strategic communication Outlines ethical practices and problems in the field Includes information on basic campaign strategies Offers the most recent information on risk communication, preparedness and terrorism communication, and employment in strategic communication Redefines major concepts, such as publics, from a cocreational perspective

Business acumen has emerged as a critical competency for communicators. But if you're a public relations, advertising or communication professional that didn't go to business school, how can you make sure you have the abilities and skills to evolve along with your role? Business Acumen for Strategic Communicators is the book for you.

"This book explores the theoretical and practical aspects of managing and solving conflicts and introduces updated approaches for refining communication and leadership skills. Featuring coverage on a broad range of topics such as emotional intelligence, organizational crises, and virtual team management"--

Negotiating is a basic human activity. It is also the essence of sales transactions. However, negotiating is clearly not reserved for just salespeople; it is something that we all do daily while managing relationships between ourselves and others. Learning negotiating skills is thus essential for success, both in corporate as well as private contexts. Yet, teaching such skills is surprisingly infrequent even in business schools. This book reports on a series of three studies on business negotiation skills and their instruction. It argues that teamwork and humour have significant strategic potential in negotiation processes and should therefore not be ignored in the instruction of negotiating in business. The analysis sheds light on the different strategic uses to which teamwork and humour are put in an authentic international business negotiation case. The book can be recommended to business professionals who deal in the ever more complex communication arena of our globalising planet as well as teachers of business communication, or anyone else who is interested in improving their negotiation and communication skills.

The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate-level students a compilation of approaches to and studies of varying aspects of the field. The volume provides insights into ongoing discussions that build an emerging body of knowledge. Focusing on the metatheoretical, philosophical, and applied aspects of strategic communication, the parts of the volume cover: • Conceptual foundations, • Institutional and organizational dimensions, • Implementing strategic communication, and • Domains of practice An international set of authors contributes to this volume, illustrating the broad arena in which this work is taking place. A timely volume surveying the current state of scholarship, this Handbook is essential reading for scholars in strategic communication at all levels of experience.

[Strategic Communication for Startups and Entrepreneurs in China](#)

[The Routledge Handbook of Strategic Communication](#)

[Strategic Communication](#)

[Strategic Communication: Cases in Marketing, Public Relations, Advertising and](#)

[Strategic Communication in Business and the Professions](#)

[Strategic Communication for Organizations](#)

[Public Relations with Intelligent User Interfaces](#)

[Instructor's Resource Manual with Test Items \[for\] O'Hair/Friedrich Strategic Communication in Business and the Professions](#)

[Public relations at work](#)

[The Cocreational Model](#)

*In public relations, people talk about positioning an idea, a persona, a political ideal, an ideology – but what are they talking about? Why do some positions taken by organizations crystallize in the minds of audiences, while others fail? Whilst positioning is not something new in public relations, this book is the first to explicate what it involves, how it works and how to do it. This is the first in-*

*depth exploration of the possibilities of Positioning Theory for the public relations field and it adds a new perspective to the growing body of multidisciplinary work in this rich theoretical area, moving the discussion away from the traditional communication plans of previous decades, which fail to accommodate the changing media and opinion landscapes. The author pulls together various strands of socio-cultural theory into an analytical framework, providing readers with a tool to analyse the organizational implications of public relations decisions, guiding strategic decision making through realistic scenario planning. This thought-provoking book provides an alternative path to studying communication in increasingly complex environments and as such, will be vital reading for researchers and educators, advanced communication and public relations students, and for senior public relations practitioners.*

*REVEL for "Strategic Communication in Business and the Professions" employs four essential elements of effective communication setting goals, knowing the audience, mastering skills, and managing anxiety both as a framework for learning and as the necessary tools to be a successful communicator. Emphasizing the implications of cutting-edge technology to communication, the authors prepare introductory business and professional communication students for the business world of today. REVEL is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, REVEL offers an immersive learning experience designed for the way today's students read, think, and learn. Enlivening course content with media interactives and assessments, REVEL empowers educators to increase engagement with the course, and to better connect with students. NOTE: REVEL is a fully digital delivery of Pearson content. This ISBN is for the standalone REVEL access card. In addition to this access card, you will need a course invite link, provided by your instructor, to register for and use REVEL. "*

*Today almost everyone in the developed world spends time online and anyone involved in strategic communication must think digitally. The magnitude of change may be up for debate but the trend is unstoppable, dramatically reconfiguring business models, organisational structures and even the practice of democracy. Strategic Communication, Social Media and Democracy provides a wholly new framework for understanding this reality, a reality that is transforming the way both practitioners and theoreticians navigate this fast-moving environment. Firmly rooted in empirical research, and resisting the lure of over-optimistic communication dreams, it explores both the potential that social media offers for changing the relationships between organisations and stakeholders, and critically analyses what has been achieved so far. This innovative text will be of great interest to researchers, educators and advanced students in strategic communications, public relations, corporate communication, new media, social media and communication management. The most successful communication professionals today are no longer just communication experts. They are also masters of business. To serve as trusted advisors to the C-suite and to collaborate across the enterprise means having a strong grounding in business acumen. Mastering Business provides strategic communications and public relations students and professionals with expert insights and advice into the various major business functions and departments from an assemblage of top strategic communication leaders representing some of the world's leading brands. In a collection of more than 20 essays from current and former Chief Communications Officers (CCOs), the authors show us the business areas that communicators help convene, integrate and translate across their enterprises and to external stakeholders. Each essay features a Career Spotlight by the CCO and a C-suite View response from a colleague and business leader, including top CEOs, presidents and CFOs. Collectively, this book provides readers with a rare view of the leadership roles played by top strategic communicators inside some of the most well-known brands and organizations.*

*Changes in the global economy bring new dynamics, concepts, and implications that require digitalization and adaptation. The new “normal” has changed, and companies must adopt such strategies if they want to survive in the ever-changing business environments. Business Management and Communication Perspectives in Industry 4.0 is a pivotal reference source that provides vital research on the planning, implementing, and evaluating of strategies for the new industry standards. While highlighting topics such as artificial intelligence, digital leadership, and management science, this publication theorizes about tomorrow’s business and communication environments based on the past and present of the concepts. This book is ideally designed for managers, researchers, educators, students, professionals, and policymakers seeking current research on blending managerial and communicational concepts with a multidisciplinary approach.*

*What is internal communication? What role does it play in contemporary organizations? What are the consequences of malfunctioning internal communication? There are many aspects of internal communication – work related, social, formal, informal, vertical, horizontal, between coworkers, between coworkers and managers, communication before and under organizational changes, internal crisis communications and so forth. We think of different forms of communication channels such as intranet, staff magazines, electronic billboards and internal television. This book interconnects these different parts and emphasizes the strategic value and importance of internal communication. We understand internal communication as an unused capital with a large potential for organizational success. Further, we understand internal communication as a basic prerequisite of organizations that is performed by all members of an organization – managers, coworkers and communication professionals. Traditionally, there has been too much emphasis on the work and function of communication professionals when internal communication is discussed, but most of the communication value is actually produced by managers and coworkers. However, communication professionals are the communication experts in organizations that strategically facilitate the organization. This book is based on a cooperation between Susanne Dahlman, senior communication consultant, and Mats Heide, Professor in Strategic Communication at Lund University. Hence, this book has a unique approach that covers both practical and academic aspects of internal communication. This book is a response to the demand for a book that covers the strategic aspects of internal communication in practice, and as such is ideal reading for both practitioners and advanced students.*

*Presents cocreational perspectives on current international practices and theories relevant to strategic communication The Handbook of Strategic Communication brings together work from leading scholars and practitioners in the field to explore the many national and cultural differences in modern approaches to strategic communication. Designed to provide a coherent understanding of strategic communication across various subfields, this authoritative volume familiarizes practitioners, researchers, and advanced students with an inclusive range of international practices, current theories, and contemporary debates and issues in this dynamic multidisciplinary field. The Handbook covers an expansive range of strategic communication models, theories, and applications, comprising two dozen in-depth chapters written by 47 international scholars and practitioners. In-depth essays discuss the three core areas of strategic communication—public relations, marketing communication, and health communication—and their many subfields, such as political communication, issues management, crisis and risk communication, environmental and science communication, public diplomacy, disaster management, strategic communication for social movements and religious communities, and many others. This timely volume: Challenges common assumptions about the narrowness of strategic communication Highlights ongoing efforts to unify the understanding and practice of strategic communication across a range of subfields Discusses*

*models and theories applied to diverse areas such as conflict resolution, research and evaluation, tobacco control, climate change, preparedness, and counter terrorism strategic communication Examines current research and models of strategic communication, such as the application of the CAUSE Model to climate change communication Explores strategic communication approaches in various international contexts, including patient-oriented healthcare in Russia, road and tunnel safety in Norway, public sector communication in Turkey, and ethical conflict resolution in Guatemala The Handbook of Strategic Communication is an indispensable resource for practitioners, researchers, scholars, and students involved in any aspect of strategic communication across its many subfields.*

[Future Directions of Strategic Communication](#)

[Skills, Strategies, and Tactics](#)

[The challenge of the digital natives](#)

[Revel for Strategic Communication in Business and the Professions -- Combo Access Card](#)

[Campaign Planning](#)

[Insights and Advice from the C-Suite of Leading Brands](#)

[A new approach to public relations research and practice](#)

[Handbook of Research on Strategic Communication, Leadership, and Conflict Management in Modern Organizations](#)

[The Handbook of Strategic Communication](#)

[Strategic Communication Theory and Practice](#)

Strategic Communication (Second Edition) deals with the principles behind strategic communication planning. It covers the professional practice steps involved in researching, planning, writing and implementing a communication strategy. This book links strategic communication campaign planning to business activities around short, medium and long-term needs and to how organisations deal with issues. The framework followed in Strategic Communication can be used for strategic planning in a range of specialisations including corporate communication; community relations; financial and investor relations; government relations and lobbying; internal communication; marketing communication and public relations. Readers will build their own strategic communication plan when working through the book, as each chapter covers how to plan a specific element of a communication strategy, exploring key principles and relevant theories. The second edition has been thoroughly updated to include contemporary cases and examples, additional theoretical and campaign planning material and is complemented by a range of features to support and reinforce learning.

The focus of this book is Strategic Communication. Communication can be defined as strategic if its development and/or dissemination is driven by an expected outcome. These outcomes can be attitudinal, behavioral, persuasive or knowledge-related; they can lead to change or engagement, or they can miss their mark entirely. In looking at strategic communication, one is not limited to a specific context or discipline. Many of the scholars in the volume are generating research that covers strategic communication in ways that are meaningful across fields. This volume collects the work and idea of scholars who cover the spectrum of strategic communication from source to message to audience to channel to effects. Strategic Communication offers news perspectives across contexts and is rooted firmly in the rich research traditions of persuasion and media effects. Spanning multiple disciplines and written to appeal to a large audience, this book will be found in the hands of researchers, graduate students, and students doing interdisciplinary coursework.

Let's Talk Society - and the society were 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.

Engaging Employees through Strategic Communication provides a detailed overview of employee communication and its evolution as a tool to drive employee engagement and successful change management. Approaching the subject with the philosophy that internal audiences are essential to the success of any strategic communication plan and business strategy—particularly as they relate to driving change—Mark Dollins and Jon Stemmler give readers a working knowledge of employee communication strategies, skills, and tactics in ways that prepare students for careers in this rapidly expanding field. Providing the tools necessary to evaluate the impact of successful employee communication campaigns, they put theory and cutting-edge research into action with practical examples and case studies sourced from award-winning entries judged as best-in-class by the International Association of Business Communicators (IABC), the Public Relations Society of America (PRSA), PRWeek, and PRNews. The book is ideal for undergraduate and graduate students in internal, corporate, or employee communication courses and will be a useful reference for practitioners who want to understand how to carry out effective employee communication engagement and change-management campaigns.

Strategic Communication for Organizations elucidates the emerging research on strategic communication, particularly as it operates in a variety of organizational settings. This book, appropriate for both students and practitioners, emphasizes how theory and research from the field of communication studies can be used to support and advance organizations of all types across a variety of business sectors. Grounded in scholarship and organizational cases, this textbook: focuses on message design provides introductory yet comprehensive coverage of how strategy and message design enable effective organizational and corporate communication explores how theory and research can be synthesized to inform modern communication-based campaigns Strategic Communication for Organizations will help readers discuss how to develop, implement, and evaluate messages that are consistent with an organization's needs, mission, and vision, effectively reaching and influencing internal and external audiences.

[Principles of Strategic Communication](#)

[Strategic Communication, Social Media and Democracy](#)

[Strategic Communication for Sustainable Organizations](#)

[Business Management and Communication Perspectives in Industry 4.0](#)

[Strategic Communication and AI](#)

[Cases in Marketing, Public Relations, Advertising and Media](#)

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