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# INTERNAL COMMUNICATIONS: A MANUAL FOR PRACTITIONERS



Kogan Page Ltd. Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 9.lin. x 6.lin. x 0.7in. Bad company communication can result in high staff turnover, poor results and low morale. Internal Communications draws on examples of best practice in the private, public and non-profit sectors, with case studies of high profile international organizations. The book defines and explains internal communications (IC), providing practical, ready to implement guidance on planning and organizing the IC function and IC teams; understanding audiences; deciding and...

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- Authored by Liam Fitzpatrick
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