

Gower Handbook of Internal Communication

Edited by
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Gower Handbook Of Internal Communication

**Owen Hargie,David Dickson,Dennis
Tourish**



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Eileen Scholes, 1997 Employee commitment can mean the difference between success and disaster So internal communication is now a key issue for senior management This new Gower Handbook recognises IC s emergence as a new management discipline It is aimed both at the generalist manager who needs to come to terms with the theoretical and technical aspects of internal communication and the media specialist now seeking wider management skills and perspectives Early chapters examine changes in IC s strategic context These include organizations increasing need for innovation and flexibility the disappearance of loyalty among employees growing recognition of the importance of corporate brand and how to sustain it and the effects on traditional work and management patterns of new computer networks Step by step guides

introduce the reader to creating IC strategies and to carrying out research and measurement Over 45 communication techniques from team meetings to web sites are evaluated for use in differing circumstances The Handbook also looks at how to set about developing good communicators and finally presents 16 practical case studies in key application areas Organizations featured are all leaders in their field among them Andersen Consulting The Body Shop BP Chemicals IBM The Boots Company Glaxo Operations Rover SmithKline Beecham WH Smith and Unigate Dairies Eileen Scholes and her team have compiled what is probably the most comprehensive and is certainly the most authoritative guide available to the principles and practice of internal communication

The Routledge Handbook of Employee Communication and Organizational Processes Soojin Kim, Patrice M. Buzzanell, Alessandra Mazzei, Jeong-Nam Kim, 2025-05-22 This Routledge Handbook takes a truly global and multidisciplinary approach to exploring all facets of employee communication Beginning with two key disciplinary approaches organizational communication and public relations scholars capture and define employee communication from both perspectives addressing commonalities and bridging disciplinary differences This volume places importance on the everyday communicative behaviors by internal members such as leaders managers inter generational cohorts employees and those working on behalf of organizations such as social media influencers and on expansive conceptualizations of employee communication such as chatbots environment and global supply chain members involved in organizing With a focus on employees in situ the authors respond to these key questions in what ways is employee communication relevant today What does employee communication entail How why and to what extent does employee communication influence or become influenced by organizational processes Investigating antecedents organizational contexts and processes and consequences of employee communication and offering key theoretical information and empirically driven recommendations for practice this handbook will be an essential resource for students researchers and industry practitioners in employee communication organizational communication business and management leadership communication and public relations more generally

Internal Communication and Employer Brands Ana Tkalac Verčič, Dejan Verčič, Anja Špoljarić, 2022-11-04 This book proposes a model of internal communication based on empirical research to demonstrate how contemporary organizations strategize organize perform and measure it Internal communication is the management of communication between an organization and its members to inform motivate engage and cocreate meanings to make organizations more effective The book presents key concepts defining the successful implementation and execution of internal communication internal communication satisfaction employee engagement employer branding organizational support and psychological contract fulfillment Including an extensive literature review and informed by in depth interviews conducted with corporate communication directors and human resource management directors in 25 Croatian organizations the book uses original research to give practical guidance on internal communication best practices The book is an ideal resource for researchers and advanced students of public relations and corporate

communication broadly and internal and employee communication specifically Communication in Management Owen Hargie, David Dickson, Dennis Tourish, 1999 In this book the authors look in turn at each of the key management tasks from meetings to negotiation from writing reports to using the telephone and they provide practical guidance for increased effectiveness Other chapters cover non verbal communication and doing things right and doing the right thing The text is presented in a lively way but also with academic rigour and is supported throughout by exercises checklists and ready to use formats

The Global Public Relations Handbook Krishnamurthy Sriramesh, Dejan Verčič, 2019-10-21 In this third edition The Global Public Relations Handbook Theory Research and Practice offers state of the art discussions of the global public relations industry blending research based theory with practice and presented in essays from both academics and practitioners This edition s 28 essays in three sections take into account changes in the global communication landscape especially in the last ten years The first section contains essays that provide conceptual linkages between public relations and international political systems economic systems and levels of development societal culture different media systems including digital media and activism Essays in the second section discuss the communication of various global actors such as corporations including family owned enterprises non profits governments and public sector enterprises global public relations agencies IGOs such as the European Union and NATO and informal organizations such as hactivist groups terrorists and failed states The third section discusses key global communication issues such as climate change character assassination as a communication tool internal communication risk and crisis communication public affairs and public diplomacy This will be an essential resource for students and researchers of public relations strategic communication and international communication

Handbook of internal communication E. SCHOLES, 1997 **Exploring Internal Communication** Mr Kevin Ruck, 2015-04-28 This third edition of Exploring Internal Communication includes new chapters on the history of internal communication the evolution of employee engagement the current state of practice change communication storytelling research and measurement an internal communication measurement dashboard intranet management and internal social media It argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously The book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement

Making the Connections Bill Quirke, 2000 Annotation Employees often find fatal disconnects between their organization s business strategy and its communication strategythere s no clear link between the information that is sent to them and what they re supposed to understand from it The role of internal communication writes Quirke a UK based consultant is to illuminate the connections between different pieces of information to shine a light on the web of interdependencies to provide the information to do the job but also to paint the bigger picture and tell the fuller story that puts the information into context His book helps managers understand what a successful business needs from its people what gets in the way and the role of

communication in helping bridge the gap Annotation c Book News Inc Portland OR booknews com *The Public Relations Handbook* Alison Theaker, 2020-10-26 The Public Relations Handbook 6th edition provides an engaging in depth exploration of the dynamic and ever evolving public relations industry Split into four parts exploring key conceptual themes in public relations the book offers an overview of topics including strategic public relations politics and the media media relations in the social media age strategic communication management public relations engagement in the not for profit sector activism and public relations and the effects of globalisation and technology on the field Featuring wide ranging contributions from key figures in the PR profession this new edition presents fresh views on corporate social responsibility public relations and politics corporate communication globalisation not for profit financial and public sector public relations The book also includes a discussion of key critical themes in public relations research and exploratory case studies of PR strategies in a variety of institutions including Extinction Rebellion Queen Margaret University Mettis Aerospace and Battersea Cats and Dogs Home Containing student friendly features including clear chapter aims analytical discussion questions and key further reading throughout the text The Public Relations Handbook is an ideal resource for students of public relations corporate and strategic communications and media studies *Effective Internal Communication* Lyn Smith, Pamela Mounter, 2008 Previously overlooked in the workplace this book explores how internal communication is conducted across the different sectors and in organisations of differing sizes and complexity **Ending the Blame Culture** Michael Pearn, Chris Mulrooney, Tim Payne, 1998 This book is about mistakes and what we can learn from them It faces up to and explains how organizations can escape from blame cultures where fearful conformance and risk avoidance lead to stagnation to gain cultures which tolerate and even encourage mistakes in the pursuit of innovation change and improvement Ending the Blame Culture was written as a result of systematic analysis of the content of over 200 accounts of real mistakes within businesses and organizations This analysis provides both insight and understanding into the type of mistakes made the context they were made in and how they helped learning and development As a result the authors are able to distinguish between intelligent and undesirable mistakes those which should be tolerated and those which must be avoided The result is a book which gives sound advice on how individuals learn practical measures that organizations can adopt to enhance learning through better management of mistakes and the promotion of a culture which supports and fosters experimentation and risk taking **Successful Employee Communications** Sue Dewhurst, Liam FitzPatrick, 2022-04-03 Communicating effectively is crucial to improving employee engagement organizational culture and performance Learn how to focus your time and resources to make the most positive difference to your organization and its people Successful Employee Communications explores how to help organizations work with purpose be better listeners and connect with employees who have higher expectations and new ways of working Easy to follow frameworks and checklists will help you conduct an internal communication audit develop and measure a communication plan work with difficult news and behaviour change and support

leaders to be more effective communicators Written by leading PR and internal communications experts and packed with new case studies and updated content this second edition of Successful Employee Communications blends theory and practice sharing insights and lessons from global organizations including AB InBev Cambridge University Reckitt and the Organisation for Economic Co operation and Development OECD It is essential reading for anyone responsible for internal communication employee engagement organizational culture or employee experience in the new world of work Public Relations Leaders as Sensemakers Bruce K. Berger, Juan Meng, 2014-05-23 Public Relations Leaders as Sensemakers presents foundational research on the public relations profession providing a current and compelling picture of expanding global practice Utilizing data from one of the largest studies ever conducted in the field and representing the perspectives of 4 500 practitioners private and state run companies communication agencies government agencies and nonprofits this work advances a theory of integrated leadership in public relations and highlights future research needs and educational implications This volume is appropriate for graduate and advanced undergraduate students in international public relations and communication management as well as scholars in global public relations communication management and business It is also intended to supplement courses in public relations theory strategic communication business management and leadership development **Communication Skills for Effective Management** Owen Hargie, David Dickson, Dennis

Tourish, 2017-03-14 It is now widely recognized that communication is at the very heart of effective management There is therefore an ever expanding demand for valid and generalizable information on how best to relate to people in organizational contexts Communication Skills for Effective Management meets this demand It demonstrates how for managers to be successful they need to employ a range of key communication skills styles and strategies The contents are based upon the authors considerable experiences of researching teaching and consulting in a range of private and public sector organisations From their academic and real world involvement they have identified the core skills of effective management presented in an academically rigorous yet student friendly way the reader is encouraged to interact with the material covered Each chapter contains a series of boxed text diagrams tables and illustrations which summarise core points Exercises are also provided to enable managers to put the material reviewed into practice All of this is underpinned and supported by a firm foundation of research findings This will be an excellent text for undergraduate business and management students studying business communication and MBA students Practising managers will also find this book to be an invaluable resource **Encyclopedia of Human Resources Information Systems: Challenges in e-HRM**

Torres-Coronas, Teresa, Arias-Oliva, Mario, 2008-07-31 Analyzes key critical HR variables and defines previously undiscovered issues in the HR field **Strategies and Communications for Innovations** Michael Hülsmann, Nicole

Pfeffermann, 2011-02-17 The innovation economy sets new standards for global business and requires efficient innovation management to plan execute and evaluate innovation activities establish innovative capability and coordinate resources and

capacities for innovation on an intra and inter organizational level Moreover communication of innovation is one essential impact factor of innovation success due to successful launches of innovations into markets establishment of stakeholder relationships and strengthened corporate reputation in the long run Consequently the portfolio of communication activities for innovations has to be mastered by a company or collaborative network equal to the innovation portfolio Thus management of innovation and innovation communication on a strategic level play an important role in business nowadays This new book concentrates on new approaches and methods for strategies and communications for innovations As one part of the book integrated perspectives on strategy and communication for innovation intend to bridge the gap between innovation management and communication management This new book shall contribute to management science and answer current question in business It provides cutting edge information and offers a knowledge source for researchers students and business representatives who design implement and manage innovation and innovation communication marketing of innovation Business □□□□□□□□,2003

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