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Change- Management

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Veränderungsprozessen
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Handbuch Wirtschaftskommunikation Steuerung Aushandlung Unternehmenspraxis

Frank Martin Brunn, Sonja Keller



Handbuch Wirtschaftskommunikation Steuerung Aushandlung Unternehmenspraxis:

Kommunikation für Banken und Versicherer Marcus Reinmuth, Inga Ellen Kastens, Patrick Voßkamp, 2017-09-06

Finanzkrise Bankenpleite Kreditklemme Die Ereignisse nach der Lehman Pleite im Jahr 2008 haben die Reputation der Bankenbranche bis heute beschädigt Und auch das Vertrauen in Versicherer schwindet nachdem verschiedene Skandale und Krisen das Image der Branche nachhaltig prägen Darüber hinaus wirkt die Kommunikation oft zu bürokratisch unglaubwürdig oder gar zynisch Wie lässt sich Vertrauen zurückgewinnen Wie gelingt es den Branchen ihre Relevanz für Wirtschaft und Gesellschaft überzeugend und sympathisch zu kommunizieren Wie gestaltet sich der Umgang mit neuen Medien Das Handbuch beleuchtet die branchenspezifischen Herausforderungen gibt Einblicke in bewährtes Praxiswissen und zeigt innovative Ansätze auf Best Practice Beispiele illustrieren das Vorgehen im Umgang mit realen kommunikativen Aufgaben

Handbuch Wirtschaftskommunikation Inga Ellen Kastens, Albert Busch, 2016-08-15 Wie gelingt es einem

Unternehmen nachhaltige öffentliche Dialoge zu initiieren Wie können Kunden gewonnen und dauerhaft an ein Unternehmen gebunden werden Und wie schafft man es ein einzigartiges Markenbild zu etablieren Die Antworten auf diese Fragen liegen in einer gelungenen Unternehmenskommunikation Dieses Handbuch stellt Studierenden Lehrenden und Praktikern neuartige Denkansätze vor und zeigt wie durch die Integration geistes und kulturwissenschaftlicher Erkenntnisse in bewährte Perspektiven der Unternehmenskommunikation der Aufbau einer erfolgreichen und zielführenden Kommunikationsstrategie gelingen kann

Performativität in Sprache und Recht Lars Bülow, Jochen Bung, Rüdiger Harnisch, Rainer Wernsmann, 2016-08-08 Viele Rechtsexperten und Linguisten sind sich der performativen Kraft der Sprache noch nicht bewusst Um die Einsicht in dieses Phänomen insbesondere für rechtliche Zusammenhänge zu verbessern widmet sich der vorliegende Band ausdrücklich dem performativen Charakter von Sprache in rechtlichen Kontexten Die verschiedenen Beiträge dieses Bandes verdeutlichen die Bandbreite der Möglichkeiten mit denen sich dem Phänomen sprachlichen Handelns in rechtlichen Kontexten gewidmet werden kann Zum einen werden beispielsweise Muster Traditionen und Strukturen in der Rechtssprache aufgedeckt und somit der performative Charakter dieses Tätigkeitsfeldes aufgezeigt Zum anderen wird aber auch die performative Kraft der Sprache in Zusammenhang mit der Textschreibanalyse diskutiert Beiträge zur Rechtsphilosophie sind in diesem Band ebenso zu finden wie Diskursanalysen die aufzeigen wie Recht performativ erzeugt wird Der Band bietet einen guten Überblick um das Verständnis performativen Sprachhandelns in verschiedenen rechtlichen Kontexten zu vertiefen Teilhabe und Zusammenhalt Frank Martin Brunn, Sonja Keller, 2020-11-01 Der öffentliche Raum ist

ein Beziehungsraum Er ermöglicht verschiedene Kommunikations und Begegnungsformen die auf Teilhabe und sozialen Zusammenhalt abzielen können Wie gestalten sich aber Teilhabe und Zusammenhalt und wer gestaltet sie Wie entstehen unter Umständen auch durch Mitwirkung religiöser Akteure gesellschaftliche Sammlungen und Vergemeinschaftungsprozesse Wo ist der sozialräumliche Sitz im Leben von Religion Welche unterschiedlichen Schattierungen von Religion und religiöser

Kommunikation spielen eine Rolle Welche Funktionen übernehmen digitale Medien Welche Schlüsse lassen sich für Theologie und Kirche daraus ziehen Solchen Fragen geht der Sammelband im interdisziplinären Gespräch nach im bewährten Miteinander von wissenschaftlichen Vorträgen und Beispielen aus der Praxis Participation and Cohesion Potentials of Religion in Public Space The public space is a space of relationships It enables various forms of communication and encounters that can aim at participation and social cohesion But how are participation and cohesion shaped and who shapes them How do processes of social gathering and communalization develop possibly also through the participation of religious actors Where is the sociospatial seat in the life of religion Which different shades of religion and religious communication play a role What roles do digital media play What conclusions can be drawn for theology and the church The volume explores these questions in an interdisciplinary discussion based on a well established combination of academic lectures and practical examples

Handbuch Wirtschaftskommunikation INGA ELLEN; BUSCH KASTENS (ALBERT.), Albert Busch, **Handbuch Wirtschaftskommunikation** Dr. Inga Ellen Kastens, Prof. Dr. Albert Busch, 2015-03

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