



Corporate Communications Principles and Practices Corporate Communications (Oxford Higher Education)

By Jaishri Jethwaney

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Corporate Communications: Principles and Practices is a comprehensive textbook designed to meet the requirements of the post graduate students studying mass communication and public relations. It is developed to help the students understand the various aspects of corporate communication. The book uses a lot of real life recent examples and cases to elucidate its conceptions.

The book begins with introducing the concept, evolution and the importance of corporate reputation management in corporate communication, and goes on to describe the notion of employee communication and the various tools used for managing government relations. It also describes the significance and types of media and media relations, as well as brand promotion. It pays special attention to practices followed by various countries with respect to corporate social responsibility and explores the growth of financial communication in Indian financial systems and the financial media. The book concludes with chapters on crisis communication, some researches and the Laws and Ethics followed in the corporate vis-à-vis the kind of communication practiced.

Owing to its balanced approach, the book would be a benefit for mass communication and public relations students, as well as a useful reference for professionals.

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Editorial Review

About the Author

Dr. Jaishri Jethwaney, presently a faculty at the Indian Institute of Mass Communication (IIMC), has more than 34 years of experience of both working in the Industry as well as in the academics. She has been actively anchoring and conducting short courses on various subjects like Corporate Communications, Health Communication, Advertising and many more. She has also worked as a Project Director for UNESCO

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