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Strategic Business Communication An Integrated Approach

James Mahoney



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Assessing Communication. Integrated Approaches in Political, Social and Business Context Michele Sorice, 2012 What are the relationships between news media and public relations What happens when a negative event seems to destroy many years of corporation s good reputation Is credibility really a transferable value Are public relation activities social and intangible issues How to use media management and public relations to reverse a corporate and or personal image tarnished by the media What is the mud machine in political communication and how to contrast it How to measure and evaluate communication quality What is the AVE method Many and apparently different questions concerning several topics But all framed in a fundamental question Is it possible to assess communication And how This book tries to give some answers presenting theoretical approaches methodologies and case histories coming from public relations media studies political communication An innovative approach to important but still poorly analysed issues in Communication Studies

Strategic Communication James Mahoney, 2023-06-20 Strategic Communication deals with the principles behind strategic communication planning It covers the professional practice steps involved in researching planning writing evaluating and implementing a communication strategy This book links strategic communication campaign planning to medium and long term business activity and to how organisations deal with issues This thoroughly revised third edition includes New international cases and professional exercises that will enable students to work through the cases and apply theory to real life situations New discussion questions on important aspects of campaign planning Chapter exercises that encourage students to think more broadly about communication strategy and work through the particular aspects of a strategy In Theory panels that highlight key theories and demonstrate important links between theory and practice Accessible and comprehensive this is an essential text for students of professional communication and professionals transitioning into the field of Strategic Communication

Strategic Planning for Public Relations, Third Edition Ronald D. Smith, 2009-04-20 This innovative and popular text provides a clear pathway to understanding public relations campaigns and other types of strategic communication Implementing the pragmatic in depth approach of the previous editions author Ronald D Smith presents a step by step unfolding of the strategic campaign process used in public relations practice Drawing from his experience in professional practice and in the classroom Smith walks readers through the critical steps for the formative research strategic and tactical planning and plan evaluation phases of the process Offering clear explanations relevant examples and practical exercises this text identifies and discusses the decision points and options in

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Energy Efficiency Leslie A. Solmes,2009-09-30 ENERGY EFFICIENCY uses an applied scientific methodology and case studies to demonstrate and support The need for the U S and the world to commit to energy and resource efficiency as the central goal in investing in electric heat and cooling infrastructure the huge economic opportunity for using the inefficiency built into 20th century energy supply systems especially electric to pay for the upgrades replacements and new production and distribution systems of the 21st century the importance of adopting a standard web based energy infrastructure investment decision making and risk management tool that will serve as a communication medium for all stakeholders to evaluate and compare energy infrastructure investment options and manage investment risks expansions of the U S smart grid investment to include evaluation and risk management of energy systems infrastructure investments not just electricity operations the need to adopt a framework for utilities energy service companies and customers to work together to close business deals communicate and manage risks and realize profits

Strategic Integrated Marketing Communications Larry Percy,2008-06-20 Covers all aspects of integrated marketing communication from a strategic viewpoint

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Strategic Integrated Marketing Communication Larry Percy,2008 Integrated Marketing Communications is planning in a systematic way to determine the most effective and consistent message for appropriate target audiences This comprehensive new textbook deals with all aspects of Integrated Marketing Communication from a strategic perspective

The Routledge Handbook of Strategic Communication Derina Holtzhausen,Ansgar Zerfass,2014-11-20 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

Event Sponsorship and Fundraising Tom Lunt, Eva Nicotra, 2018-11-03 Securing sponsorship and other sources of funding for events is becoming increasingly competitive making differentiation and delivery vital Event Sponsorship and Fundraising explores this complex area of event management drawing on both experiential marketing and consumer behaviour theories and developing critical insights on the dynamics of successful event sponsorship Its coverage includes professional guidance on prospecting for sponsors brand activation and evaluation as well as advice on relationship management proposal writing and pitching to potential sponsors Event Sponsorship and Fundraising places each of these concepts at the heart of the Integrated Marketing Communications Mix alongside cutting edge literature on the topic Written by two highly experienced industry practitioners both of which now teach on two of the UK's leading event management degree courses and supported by a comprehensive set of online resources this book is an invaluable go to resource for event management students tutors and professionals alike

Winning Market Leadership Adrian Ryans, Roger More, Donald Barclay, Terry Deutscher, 2010-12-30 Strategic market planning in technology intensive businesses is more complex and is less manageable than in most other organizations The technology driven business environment is intensely competitive complex and dynamic and planning needs to be done quickly and often Winning Market Leadership offers a refreshing new approach to strategic market planning in these very demanding technology intensive markets It provides a systematic and highly integrated process for evaluating market opportunities and for developing strategies to lead in chosen markets Its proven highly practical approach to strategic market planning has allowed leading companies worldwide to plan faster focus on cash flow and profitability create living plans that reflect changing market conditions and competitive dynamics involve cross functional teams effectively and drive to yes no decisions The book resulted from project based executive programs developed by the authors for corporate clients such as IBM Nortel Networks National Semiconductor and General Electric This strategic market planning process has been refined and tested with over a thousand managers and executives in North America Europe and Asia Winning Market Leadership Is targeted at managers in technology intensive businesses such as computers telecommunications software biotechnology semiconductors instruments pharmaceuticals and advanced materials Focuses on the key issues and tough choices faced by executives in very demanding technology intensive markets Outlines a clear 10 step process for building

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Strategic Sport Communication Paul Mark Pedersen, Pamela C. Laucella, Edward Kian, Andrea N. Geurin, 2021 This book explores the multifaceted segment of sport communication This text presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents

Handbook of Business Communication Gerlinde Mautner, Franz Rainer, 2017-07-24 In spite of the day to day relevance of business communication it remains underrepresented in standard handbooks and textbooks on applied linguistics The present volume introduces readers to a wide variety of linguistic studies of business communication ranging from traditional LSP approaches to contemporary discourse based work and from the micro level of lexical choice to macro level questions of language policy and culture

Strategic Social Media Management Karen E. Sutherland, 2024-08-29 This textbook provides a lively introduction to the fast paced and multifaceted discipline of social media management with international perspectives AI approaches and tools to enhance the learning experience Aside from focusing on practical application the textbook takes readers through the process of strategy development and implementation ethical and accurate content curation and strategic content creation Combining theory and practice Strategic Social Media Management teaches readers how to take a strategic approach to social media from organisational and business perspectives and how to measure results Richly supported by robust and engaging pedagogy and case studies it integrates public relations marketing and advertising perspectives and examines key issues including risk ethics privacy consent copyright and crisis management Reflecting the demands of contemporary practice advice on self care is also provided helping to protect emerging Social Media Managers from the negativity they can experience online By the end readers will be able to develop a social media strategy understand accurate and relevant content curation and create engaging social media content that tells compelling stories connects with target audiences and supports strategic goals and objectives This is an ideal textbook for students learning social media strategy marketing and management at undergraduate level It is also essential reading for business owners marketing public relations advertising and communications professionals looking to hone their social media skills The first edition of this textbook won a Book Excellence Award a Silver International Stevie Award for Best Business Book and was named in the Best 100 Public Relations eBooks of All Time by the Book Authority

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Business Architecture Management Daniel Simon,Christian Schmidt,2015-04-22 This book presents a comprehensive overview of enterprise architecture management with a specific focus on the business aspects While recent approaches to enterprise architecture management have dealt mainly with aspects of information technology this book covers all areas of business architecture from business motivation and models to business execution The book provides examples of how architectural thinking can be applied in these areas thus combining different perspectives into a consistent whole In depth experiences from end user organizations help readers to understand the abstract concepts of business architecture management and to form blueprints for their own professional approach Business architecture professionals researchers and others working in the field of strategic business management will benefit from this comprehensive volume and its hands on examples of successful business architecture management practices

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