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Jamie Millar

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communications | George Aitken, Head of
Comms at Vodafone UK

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[PDF]

Paul Barton is THE expert in internal communication, and the wisdom he imparts in Maximizing Internal Communication will change the way you think about communication theory, internal communication strategies and how to use them to produce meaningful,

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measurable benefits for employees and the bottom line. --~ Lynne Boschee, APR, President of Calpurnia Communications and former Vice President, Corporate Communications, PetSmart

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approach to devising an internal communications strategy. Written by experts with extensive experience as consultants and in-house leaders in the private, public and not-for-profit sectors, Internal Communications covers how to build an internal communications team and plan; devise messages and decide

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which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization. Supported by easy to follow models, example explanations of the core theory, and case studies, it provides students and internal communicators alike with the

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practical tools and advice they need to make a difference in an organization.

About the PR in Practice series: Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series comprises accessible, practical introductions to day-to-day issues of public relations practice and

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Create and maintain a successful social media strategy for your business Today, a large number of companies still don't have

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strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

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issues and cases into a comprehensive guide for internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders. Important topics such as engagement, trust, change communication, new technologies, leadership communication, ethical

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decision making, transparency and authenticity, and measurement are discussed. The book concludes with predictions of the future of internal communications research, theory development, and practices.

Paul Temporal has written a remarkably

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insightful book on how to build strong brands. he addresses every issue in brand management with sound theories and marvelous examples. This is one of the best books on brand management to help any company build powerful brands. - Philip Kotler Those building and managing brand assets will find the issues

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facing them addressed in *Advanced Brand Management* with clarity, insight, and an easy-to-read style. Chock full of case studies, I especially found useful and stimulating, the author's willingness to offer critical judgments of brand decisions.

- David Aaker Paul Temporal's new book is interesting, entertaining, well-written,

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and loaded with everything you need to know to manage a brand. What more could you want? Read it! - Al Ries Brands in Asia are a paradox. Everyone believes in them, but the ability to create them often lags far behind. To those who imagine that branding is just a passing fashion, this book is a powerful corrective.

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Paul Temporal describes in magisterial detail the philosophy, but above all, the practice of branding. As such, it is a vital tool for all those who believe that Asia's future lies in strategic solutions. - Miles Young

Brands have never been more important

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than they are today. As Paul Temporal explains in this fully revised and updated third edition of his classic bestseller, the challenges of the business world are greater now than ever before. Brand managers have to cope with a broader range of variables and pressures from the marketplace and consumers. The lifeline

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of a strong brand can mean the difference between success and failure, or survival and extinction, in this turbulent environment. But what constitutes a strong brand? How should it be developed and managed? How do you activate and manage a winning brand strategy? Advanced Brand Management is the

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indispensable guide that provides all the answers. Paul Temporal addresses every issue related to brand management in the 21st century, providing the background theory and illustrating this with thoughtful case studies from across the business world. In this third edition, all chapters have been updated, and a completely new

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chapter is included on the growth of the digital world and the use of the Internet. Throughout, there is an increased emphasis on brand strategy and updates to case studies, with entirely new cases being added. If you want to make your own branding a success, you can't afford to be without **Advanced Brand Management**.

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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

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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

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of key concepts for a strategic approach to practice that underpins employee engagement.

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Maximizing Marketing Communication
Strategics provides an authoritative,

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insider's perspective and leveraging effective communication strategies that resonate with internal and external audiences, featuring marketing executives from some of the top companies in the nation, these experts demonstrate how a unified strategy can reinforce a company's identity, facilitate dialogue, and encourage

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employees to serve its brand ambassadors for a company, from choosing a thoughtful message to considering both spoken and unspoken statements, the authors define key components of an effective message and discuss ways to evaluate its success. Additionally, the authors address the nuances of communicating via social

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media versus traditional methods and how to utilize each channel's unique strengths while maintaining consistency and clarity, emphasizing the importance of telling a compelling story, the authors also share their best practices for crafting messages that prompt action and appeal to audiences on an emotional level. The different niches

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represented and the breadth of perspectives presented enable readers to get inside some of the leading marketing minds of today, as these top executives offer up their thoughts on maximizing effective communication strategies that capture your company's story and align with company goals.

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