Chapter 3 Corporate Communication Measurement Tools Upspace

Provides an international and management perspective on the field of corporate communication Corporate communication plays an important role in higher-level management to help build and preserve a company's reputation. This intangible yet valuable asset determines the net worth of a company and affects the success of its operations. Corporate Communication: An International and Management Perspective introduces readers to the broad environment of the modern extended organization and provides an understanding of the globalization process. It describes how economic, political, and cultural features of a country affect company decisions and communication and discusses various communication disciplines and practices that are employed in programs and campaigns. This book addresses the key management issues of sustainability and technology and innovation. It also emphasizes the importance of why corporate communication must be seen as a management function and not restricted to a communication process. Presented in five parts, Corporate Communication offers comprehensive chapters covering: The Domain of Corporate Communication; Strategic Application of Communication Practices; International Perspective; Key Management Issues of Sustainability and Technology; and Corporate Communication Contribution to Management. The foundation of Corporate Communication is public relations but also included is the entire range of communication practices and the contribution to management decision making. Conceptualizes corporate communication as a strategic management function which helps management recognize, adjust to, and construct policy related to global issues Emphasizes the critical role that corporate communication plays in making corporate decisions and behaviors more socially responsible and sustainable Demonstrates how corporate communication draws on public affairs, marketing and social media in its strategic planning Emphasizes the critical importance of relationships to corporations and their effect on reputation Provides numerous examples of cases of global problems and how corporations have responded to them Corporate Communication is intended for upper-level undergraduate and graduate students in schools of communication and schools of business and management who want to extend their competence to the global arena and to combine the various communication practices to design strategic programs and campaigns. Course titles include corporate communication, international public relations, corporate public affairs, global marketing communication, global corporate communication, and social media.

High-speed management is used to competitive advantage by some of the most successful organizations in the world - General Electric; Toyota; ASEA, Brown, and Boveri; Motorola; Intel; and Matsushita. In these very successful companies fast cycle time or high-speed management translates into two important organizational capabilities. First, it creates a high level of performance that management can build into a firm's operating systems. More specifically, increases in effective communication are employed to eliminate bottlenecks, delays, and errors in production, cutting costs and improving quality. Second, high-speed management is an organizational strategy which continuously improves a firm's integration, coordination, and control systems. It transforms all of a firm's communication activities such as leadership, corporate climate, teamwork, worker and unit interfaces, process mapping, and outside linking processes into a more responsive customer adaptation system.

The five volume set CCIS 224-228 constitutes the refereed proceedings of the International conference on Applied Informatics and Communication, ICAIC 2011, held in Xi'an, China in August 2011. The 446 revised papers presented were carefully reviewed and selected from numerous submissions. The papers cover a broad range of topics in computer science and

interdisciplinary applications including control, hardware and software systems, neural computing, wireless networks, information systems, and image processing.

The present volume of the Yearbook of Corpus Linguistics and Pragmatics series, presents cutting-edge corpus pragmatics research on language use in new social and educational environments. The Yearbook of Corpus Linguistics and Pragmatics offers a platform to scholars who carry out rigorous and interdisciplinary research on language in real use. Corpus Linguistics and Pragmatics have traditionally represented two paths of scientific research, parallel but often mutually exclusive and excluding. Corpus Linguistics can offer a precise methodology based on mathematics and statistics while Pragmatics strives to interpret intended meaning in real language. This series will give readers insight into how pragmatics can be used to explain real corpus data, and how corpora can illustrate pragmatic intuitions. Corporate Reputation Decoded is the first book of its kind that traces the journey of Indian companies in building corporate reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR—company's stakeholders, situations demanding CR interventions, and the impact of a company's culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birla Group, HDFC, among others), which enhance the understanding of CR in India as well as benchmark CR best practices in India. The book is of major significance to CR practitioners, scholars, teachers, students and C-Suite professionals who will also find the techniques proposed in the book interesting as they can assess, evaluate, adopt and adapt strategies followed by other companies for reputation enhancement.

In an online and social media world, measurement is the key to success If you can measure your key business relationships, you can improve them. Even though relationships are "fuzzy and intangible," they can be measured and managed-with powerful results. Measure What Matters explains simple, step-by-step procedures for measuring customers, social media reputation, influence and authority, the media, and other key constituencies. Based on hundreds of case studies about how organizations have used measurement to improve their reputations, strengthen their bottom lines, and improve efficiencies all around Learn how to collect the data that will help you better understand your competition, do strategic planning, understand key strengths and weaknesses, and better respond to customer preferences Author runs a successful blog and serves as a measurement consultant to companies such as Facebook, Southwest Airlines, Raytheon, and Allstate Don't draw conclusions or make key decisions based on guesswork. Instead, Measure What Matters and the difference will show in the most important measure: your bottom line.

How are leaders successfully managing competitive companies in the 21st Century? Gulati/Mayo/Nohria's MANAGEMENT, 1E, by award-winning instructors and prominent Harvard business experts, addresses the many integrated facets in answering this key question to help you effectively prepare for successful leadership now and in the future. As a manager, you will be confronted with challenges and opportunities that are more dynamic and complex than ever before. As a leader in any business role, you need to understand how to harness technological advances, manage and lead a dispersed and diverse workforce, anticipate and react to constant competitive and geopolitical change and uncertainty, compete on a global scale, and operate in a socially responsible and accountable manner. Gulati/Mayo/Nohria's MANAGEMENT, 1E demonstrates the mutual interconnectivity between three key facets of management: strategic positioning, organizational design, and individual leadership. The book presents management from a tangible, integrated, and current perspective, teaching you to visualize how strategy informs leadership and how leaders influence strategic positioning and, ultimately, manage performance. Available with InfoTrac

Student Collections http://gocengage.com/infotrac. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Recent financial crises and instances of corporate malpractice have prompted many questions about how companies are run - and whether this tallies with how they should be run. This book systematically explores the factors that shape corporate governance, and discusses both those governance practices implemented by companies and those imposed by regulators. It also tries to determine how good corporate governance can help companies to create value for their shareholders. To illustrate that some practices are global while others are appropriate only in certain settings, case studies of individual companies from Europe, Asia, North and South America are discussed in each chapter. Corporate Governance: Theory and Practice is firmly grounded in academic literature and packed with empirical evidence from around the world, making it an ideal book for students of business, management, finance, accounting and law taking a one-term course in the subject. It offers considerable lecturer and student support, both in the text itself and on the accompanying website: www.palgrave.com/finance/padgett

Reputation is becoming an imperative business function that influences strategic decisions including the direction of a business plan and how an organization should be communicating with its stakeholders and publics. It is crucial for an organization to measure public relations outputs and outcomes as well as measuring established and developing relationships. Reputation Management Techniques in Public Relations is a critical scholarly resource that examines public relations strategies, such as employing media plans, determining communication channels, setting objectives, choosing the right promotional programs and message strategies, budgeting and assessing the overall effectiveness of a company's public relations strategy. Featuring coverage on a broad range of topics, such as brand and customer communications, corporate social responsibility, and leadership, this book is geared towards practitioners, professionals, and scholars seeking current research on reputation management.

Incorporating current thinking and developments in the field from both the academic and practitioner worlds, the Second Edition of this bestseller combines a comprehensive theoretical foundation to the subject of corporate communications coupled with numerous practical examples.

Research paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, RWTH Aachen University (Lehrstuhl Wirtschaftswissenschaften fur Ingenieure und Naturwissenschaftler), language: English, abstract: Only those companies that fully satisfy their customers will be able to maintain a top market position in the long run. Despite the fact that this rule has been known for a very long time, it has drastically gained in importance in the last years. The reasons are multifarious, but three main aspects can be named: the upswing of customer needs, exacerbating competition, and more complex market conditions. Rising customer demands can best be explained by a growing range of products competing against each other. In times of fierce competition, companies must deliver optimal products for the purpose of maintaining their competitiveness and strengthening their market positions. To ensure maximum customer loyalty, it is essential to know the status quo regarding the so called customer satisfaction and how consumer needs developed over time. This thesis presents the

current state of research in the field of customer satisfaction measurement. In its macro-structure it can be divided into a theoretical and an empirical part. In the first one, the main measurement and calculation methods are described and discussed with focus on their capability to provide valid and reliable results concerning customer satisfaction. Chapter 2 sets the thematic framework by examining different conceptions of the formation of customer satisfaction. On this basis, a coarse presentation and categorization of prevalent measurement approaches is given. Not all of those approaches are up to today's standard of providing valid and reliable measures. Hence, in Chapter 3, only the promising subset of those approaches is further analyzed. Those methods are critically analyzed and assessed with the help of the existing l" Essentials of Corporate CommunicationImplementing Practices for Effective Reputation ManagementRoutledge

This is a seminal book for anyone who wants to understand, shape or study the communication surrounding sustainability in their interactions with colleagues, employees, supply chain partners and external stakeholders. It develops essential insights on the basis of an extensive review of relevant theories and research drawn from multiple disciplines. Interview data gathered from organization members who are currently communicating about sustainability in their cities, universities, nongovernmental organizations, small businesses and large for-profit organizations provide valuable insights from a practitioner's perspective. The interviewees represent organizations such as the Portland Trailblazers, Tyson Foods, the City and County of Denver and the Natural Resources Defense Council. Theory, research and interview comments combine in a reader-friendly way to provide practical insights and stimulate future research.

This book provides a critical analysis of the evolution of corporate disclosure. Building upon prior academic literature, it assesses the most important changes in mandatory corporate disclosure, the growing relevance of social and environmental disclosure, and revolutionary new forms of corporate communication, in particular social media. It also includes empirical analyses that shed further light on the impact of voluntary communication, i.e. social and environmental reporting and corporate social media communication, on managerial and investment decisions. Lastly, it discusses new directions for accounting and corporate governance research on the theoretical and empirical challenges of corporate disclosure. Offering a wealth of relevant and timely advice, the book will help regulators design policies that allow businesses to overcome current and emerging economic, social, and technological challenges.

There has been tremendous growth in Corporate Community Involvement (CCI) projects of all sizes in recent years. This has been encouraged by organisations such as Business in the Community in the UK, which provides information designed to motivate businesses and government to engage in CCI. In fact, the projects incorporated into some companies' strategy implementation are now so extensive that they are having a profound impact on community development. Corporate Community Involvement examines CCI as a distinct type of corporate social responsibility and the nature of the relationship between business and society. Bilge Uyan-Atay considers that CCI has been poorly described and researched, concentrating mainly on Western Europe and the USA, failing to consider different institutional contexts and to make the best use of available theory to uncover a more holistic perspective. The author's native

Turkey is a secular, developing country with a growing economy. This provides a distinctive environment in which to study CCI. The author explores and analyses economic, strategic, cultural and institutional influences on CCI and its relationships to and differences from corporate social responsibility.

The history of crisis management shows that companies embark on particular strategies in response to crisis. So why are some companies' crisis communication strategies successful, while others are not? The purpose of this book is to broaden the existing knowledge of crisis response strategies by focusing on corporate identity as one of the factors that is most likely to influence their choice. Drawing upon insights from the sensemaking and chaos theories, as well as traditional and alternative, non-European, approaches to strategy formation, Olga Bloch contends that there is a reciprocal relationship between corporate identity and crisis response strategies. This relationship is examined on the example of Toyota Motor Corporation's communication in response to a crisis caused by a series of recalls of its vehicles in 2009-2010. Corporate communication is a dynamic interplay of complementary and often competing orientations: unity and variety, consistency, and creativity. This title offers a coherent, integrative approach by examining the topic and tasks from the framework of the Competing Values Perspective. This perspective allows for the exploration of corporate communication as a unified, highly interdependent function.

Bachelor Thesis from the year 2007 in the subject Business economics - Trade and Distribution, grade: 1,6, European Business School - International University Schloss Reichartshausen Oestrich-Winkel, 117 entries in the bibliography, language: English, comment: Image advertising, the growing importance of online communication, the opportunities of Web 2.0, viral marketing as well as the need to integrate the different communication measures are just a few examples which point out the complexity and challenges for developing successful retail communication strategies. By discussing different case studies, the purpose of this paper is to provide evidence that that there is a actual change in retail communication and derive practical recommendations for retail companies. Kommentar des Dozenten: Die Verbindung von Theorie und Praxis stellt der Verfasser durch das stetige Heranziehen von Praxisbeispielen her. Auch das Miteinbeziehen anderer Branchen als Best Practice Cases und die Ableitung moglicher Massnahmen fur den Handel ist positiv hervorzuheben. Offensichtlich hat sich der Autor sowohl in der Tiele als auch in der Breite mit dem Thema ausgiebig beschaftigt, was auch durch Aufzeigen uber das Thema hinausgehender Zusammenhange ersichtlich wird., abstract: Image advertising, the growing importance of online communication, the opportunities of Web 2.0, viral marketing as well as the need to integrate the different communication measures are just a few examples which point out the complexity and challenges for developing successful retail communication strategies. By discussing different case studies, the purpose of this paper is to provide evidence that that there is a actual change in retail communication and derive practical recommendations for retail companie

Reputation Management is a how-to guide for students and professionals, as well as CEOs and other business leaders. It rests on the premise that reputation can be measured, monitored, and managed. Organized by corporate communication units including media relations, employee communication, government relations, and investor relations, the book provides a field-tested guide to corporate reputation problems such

as leaked memos, unfair treatment by the press, and negative rumors, and focuses on practical solutions. Each chapter is fleshed out with the real-world experience of the authors and contributors, who come from a wide range of professional corporate communication backgrounds. Updates to the third edition include: Global content has been incorporated and expanded throughout the book, rather than being restricted to only one chapter. Opening vignettes, examples, and case studies have been updated in each chapter. Additional case studies and examples with an international focus have been added.

Strategy and Management of Industrial Brands is the first book devoted to business-to-business products and services. Looking at numerous companies, this book defines two brand objectives that are specific to the industrial and service sectors and which must be added to the traditional functions of branding: the minimization of risk as perceived by buyers, and the facilitation of the customer company's performance by the supplier brand. Different ways of classifying brands are suggested, providing a better understanding of brand strategies adopted by business-to-business companies, as well as new concepts such as brand `printability', `visibility', and `purchaseability'. Five major brand categories are dealt with in separate chapters: -entering goods brands; -intermediary equipment goods brands; -equipment goods brands; -business-to-business service brands; and -industrial distributor brands. From a practical point of view, the aim of the book is to address the main concerns of managers: How to create and protect brands? What type of visual identity is appropriate? How to manage international brands? An analysis of 1,500 industrial brands as well as 40 case studies are included in this book. These brands are used in both the industrial (automotive, building, aeronautics, IT, etc.) and consumer sectors (clothing, electronics, food packaging, telecommunications, etc.). This book has been written for professors and students of universities and business schools, as well as managers and people working in industry or the service sector.

Corporate discourse examines business communication practices from a discourse perspective, looking in detail at the ways in which corporations around the world communicate with individuals, with other collective entities and with the world at large. It is concerned with understanding how language works in business contexts and how corporate identity and personal and professional relationships are configured through discourse. Using a range of analytical techniques to examine different forms of textual evidence from companies operating in many sectors, this book maps out current developments in corporate discourse against the complex background of globalization.

Sponsorship is both a critical communications tool for sponsors as well as a fundamental revenue stream for rights owners. Market leaders use sponsorship widely and arguably more successfully than any other communications tool to achieve competitive advantage whilst events of all sizes depend on sponsorship just to exist. As the importance of sponsorship has increased the demands of it have risen too. Now sponsors seek measurable return on their investment. Sponsorship: For a Return on Investment provides a unique insight on the use of sponsorship for a return on investment and will appeal to practitioners and undergraduate and postgraduate students alike. It builds a conceptual framework for the development, planning, implementation and evaluation of strategies for

sport, arts, music and community sponsorship, and from two perspectives: For rights owners, the importance of effectively acquiring and then developing a bespoke approach for the recruitment of sponsors for effective sponsorship programmes. For sponsors, a better understanding of how sponsorship can be used for successful integrated marketing communications. A broad selection of examples and case studies from around the world are provided in order to demonstrate the importance of sponsorship on an international basis. This book is vital resource for both students and practioners.

Strategic Communication for Organizations elucidates the emerging research on strategic communication, particularly as it operates in a variety of organizational settings. This book, appropriate for both students and practitioners, emphasizes how theory and research from the field of communication studies can be used to support and advance organizations of all types across a variety of business sectors. Grounded in scholarship and organizational cases, this textbook: focuses on message design provides introductory yet comprehensive coverage of how strategy and message design enable effective organizational and corporate communication explores how theory and research can be synthesized to inform modern communication-based campaigns Strategic Communication for Organizations will help readers discuss how to develop, implement, and evaluate messages that are consistent with an organization's needs, mission, and vision, effectively reaching and influencing internal and external audiences.

Crisis communication in a digital world provides an introduction to major crisis communication theories and issues management. Written by authors with over six decades combined experience in the public relations field, it is an essential resource for those learning to apply communications and public relations to crisis situations.

This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

The digital era's new consumer demands a new approach to PR Inbound PR is the handbook that can transform your agency's business. Today's customer is fundamentally different, and traditional PR strategies are falling by the wayside.

Nobody wants to feel "marketed to;" we want to make our own choices based on our own research and experiences online. When problems arise, we demand answers on social media, directly engaging the company in front of a global audience. We are the most empowered, sophisticated customer base in the history of PR, and PR professionals must draw upon an enormous breadth of skills and techniques to serve their clients' interests. Unfortunately, those efforts are becoming increasingly ephemeral and difficult to track using traditional metrics. This book merges content and measurement to give today's PR agencies a new way to build brands, evaluate performance and track ROI. The ability to reach the new consumer, build the relationship, and quantify the ROI of PR services allows you to develop an inbound business and the internal capabilities to meet and exceed the needs of the most demanding client. In this digital age of constant contact and worldwide platforms, it's the only way to sustainably grow your business and expand your reach while bolstering your effectiveness on any platform. This book shows you what you need to know, and gives you a clear framework for putting numbers to reputation. Build brand awareness without "marketing to" the audience Generate more, higher-quality customer or media leads Close the deal and nurture the customer or media relationship Track the ROI of each stage in the process Content is the name of the game now, and PR agencies must be able to prove their worth or risk being swept under with obsolete methods. Inbound PR provides critical guidance for PR growth in the digital era, complete with a practical framework for stimulating that growth.

Aimed both at practitioners involved in developing country planning processes and dam project managers, this handbook makes a significant contribution to the conversation on modernizing communication in large water infrastructure. --Book Jacket.

This doctoral research aims to investigate the reputation building process of companies and to examine the applicability of western-developed theories about the uses of corporate reputation in a non-western context. It is the first study that synthesises three theories (value creation, strategic resources and corporate communication) to examine the strategic consequences of the uses of corporate reputation. Corporate reputation is an attribute or a set of attributes ascribed to a firm and inferred from the firm's past actions. It is the belief of market participants about a firm's strategic character (Weigelt and Camerer, 1988). Also, corporate reputation is the public's cumulative judgement of a firm over time (Roberts and Dowling, 2002). The review of theoretical literature indicates the uses of corporate reputation by business organizations can be theorized along six dominant paradigmatic perspectives: 1-public relations; 2-marketing; 3-management, 4-economic; 5-sociological; 6-finance and accounting. The uses of corporate reputation in these six paradigms are comprehensively discussed. The objective of this study is to establish the use of corporate reputation in the development of brand image strategy. A review of the uses of the concept of

corporate reputation is discussed in detail in chapter 2. The review of the literature also identified a research gap by showing that scarce research has been conducted on how these three main functions (value creation, strategic resources and corporate communication) affect a company's brand positioning strategy. The following research question thus is proposed: How do (Taiwanese pharmaceutical) companies use their corporate reputation to develop a brand image strategy? The research hypotheses based on three theories (value-based theory, resource-based theory and integrated marketing communication theory) appear in Chapter 3. The research question is constructed theoretically, and then a conceptual model, which begins with three antecedents of corporate reputation and simultaneously illustrates the outcomes of their use, are discussed. The construct of the uses of corporate reputation has three dimensions: value creation, strategic resources and corporate communication. Each of these three dimensions includes several items. The items were proposed based on the previous researchers' summaries and the qualitative interview. The researcher will then depict the proposed research conceptual framework and a number of hypotheses that will be further investigated and tested. Then the quantative study was completed by providing the data analysis and the results were explained. A multi-stage procedure was involved in this research. First, data examination and screening to prepare for subsequent quantitative analyses and then the descriptive statistics were presented. Second, a reliability test was performed on measurement scales to ensure that they achieve an acceptable level of reliability for further analysis. The resulting solutions were then re-assessed using confirmatory factor analysis. Finally, PLS (Partial Least Squares) was used to test the hypothesized relationships between the research constructs as postulated in the conceptual model, and to assess the overall goodness-of-fit between the proposed model and the collected data set. The researcher then discusses the validation of the measurement model and the research findings. The findings are then further discussed in terms of the contribution to marketing theory and relevance to marketing managers. Then the items of adapted scales were subjected to several rounds of adjustments and were finally found to possess acceptable measurement properties. Reliability and construct validity tests indicated that all scales satisfied widely accepted criteria such as the minimum reliability of 0.7. The results of scale purification will be discussed. And an evaluation of the research hypotheses and their significance are summarized, the findings of all hypotheses testing will be reviewed and compared with previous research. According to the research findings, the hypotheses that value creation, as one dimension of corporate reputation, has a positive impact on brand segmentation, brand differentiation and brand positioning are all accepted. The hypotheses that strategic resource, as one dimension of corporate reputation, has a positive impact on brand segmentation and brand differentiation are rejected. However, the hypothesis that strategic resource, as one dimension of corporate reputation, has a positive impact on brand positioning is accepted.

The hypotheses that corporate communication, as one dimension of corporate reputation, has a positive impact on brand segmentation and brand differentiation are both accepted. The hypothesis that corporate communication, as one dimension of corporate reputation, has a positive impact on brand positioning is partially supported. Finally, the hypothesis that the (see in Table 5.18) moderating effect of price policy on corporate reputation has a positive impact on brand image strategy is partially but negatively supported. This thesis makes a significant contribution to the study of corporate reputation of firms in the Taiwanese pharmaceutical industry from the robustness of the qualitative and quantitative data collection.

A corporate crisis situation is an integral part of a company's life cycle. On average, the probability that corporate manager will experience a corporate crisis situation within five years is almost as high as 82%. Multinational companies in particular face a higher potential because of their various external environments, extended media and respectively public interest in their actions, and consequently their dependence on different public opinions as well as the much wider impacts because of their publics' spread. Well planned and organisationally integrated multinational crisis communication is a key success factor in a crisis situation. Yet existing models and frameworks in crisis communication are rather tactically than strategically oriented, lack in of the depth of the guidance they provide, and present limitations in their scope of application. In addition, publications on crisis communication provided by experts with practical experience mainly deal with a wide field of case studies and neglect scientific applications; a holistic view on strategic multinational crisis communication is weak. The dissertation examines the nature of strategic multinational crisis communication and identifies their general organisational integration and coherences with corporate functions within a multinational environment. By following a theoretical analysis approach, deficiencies and weaknesses of existing crisis communication theories and the underlying literature will be identified. This is accomplished through constant comparison of these science-based bodies of data with current needs and requirements coming from practice (practice body of data) in multinational crisis communication. These results build the foundation for a new practice-related and scientifically supported theory in long term planned crisis communication for multinational companies. By reducing complexity through arranging and organising complexity, the first generation of a new strategic multinationa

Marcos Ormeño introduces both behavioural science theory and decision analysis iinto corporate brand management using corporate communication. He develops a managerial decision-making model that outdoes existing approaches for selecting communication tools due to its high degree of formalisation and its strong behavioural basis. An illustrative study supports the author's model and shows the importance of communication in building a corporate brand.

This book could serve as the module text in organisational communication for

final year undergraduates/postgraduates. It is also a complete handbook for those whose task it is to carry out an audit.

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