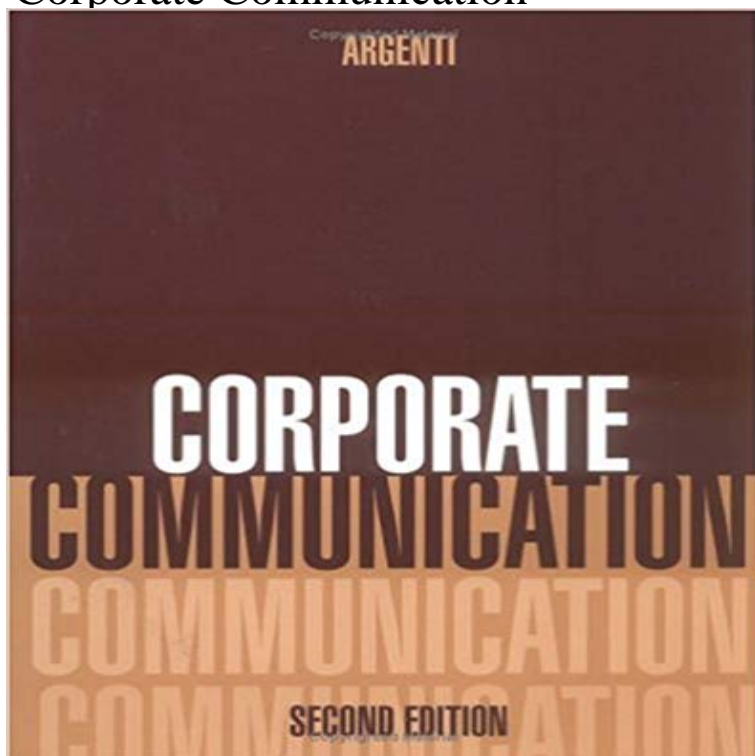


Corporate Communication



A comprehensive account of corporate communications, including both text and cases. Information new to this edition covers corporate philanthropy, government affairs and community relations. There is increased emphasis on communication strategy and four new business cases are included.

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learn and be trained to use the communication skills relating to the people side of business. Majors will be trained not

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Theoretical fundamentals and basic skills Advanced practical and theoretical expertise Fundamentals of business and law Social skills English

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