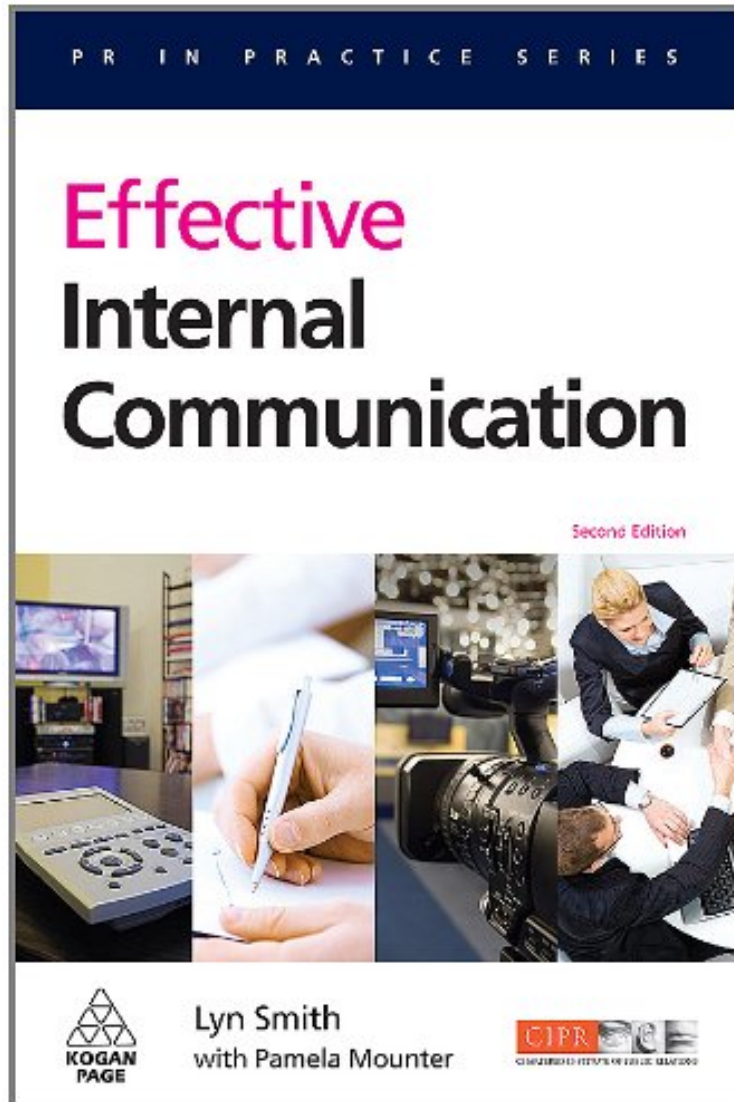


[Pdf free] Effective Internal Communication: Volume 2 (PR In Practice)

Effective Internal Communication: Volume 2 (PR In Practice)

Lyn Smith, Pamela Mounter
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Lyn Smith, Pamela Mounter : Effective Internal Communication: Volume 2 (PR In Practice) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Effective Internal Communication: Volume 2 (PR In Practice):

0 of 0 people found the following review helpful. Effective....By Phillip Taylor MBE
EFFECTIVE INTERNAL COMMUNICATION
An appreciation by Phillip Taylor MBE and Elizabeth Taylor of Richmond Green Chambers
Robust internal communications is vital, not only for the well being of employees, but also for the performance of the organization. Unless employees understand what their organization is seeking to achieve and the part they themselves have to play, the hoped for success and profitability of an organization is in jeopardy. The fully

updated second edition adopts a practical and accessible approach to the subject and explores the way in which internal communication is conducted across different sectors and in organisations of different sizes and types. Containing many examples and useful advice, the book includes a number of topical case studies that serve to bring theory and complex issues to life. In addition to four new chapters on working with social media, the future of internal communications, leadership communications and communicating in a crisis, this edition covers: The business rationale; The audience; Putting theories into practice; Managing internal communication in-house and externally; The legal framework; Benchmarking and the measurement of results; Managing change; Analysing how internal communication differs across the sectors. This thoroughly up to date new edition is indispensable for public relations practitioners and consultants and also for students of public relations. 14 of 15 people found the following review helpful. *Primer on Internal Communication* By Rolf Dobelli. With sections on e-mail etiquette, Maslow's hierarchy of needs, communication theory, paginating a publication and running meetings, authors Lyn Smith and Pamela Mounter attempt to cover a lot of territory in the field of internal communication. Unfortunately, they end up being overly general and diffuse. In addition, they are oriented toward the United Kingdom, and their language and some of their corporate examples assume that the reader is familiar with events there. So, this book may not be terribly useful for American readers or for those who already have experience in internal corporate communication. We recommend it to anyone who needs a primer on why internal communication is increasingly important in the corporate world.

Internal communication has previously been overlooked in standard approaches to public relations, both in theory and in practice. The second edition of *Effective Internal Communication* explores the ways in which attitude is fast changing as more and more organizations recognize that good communication with their workforce is vital for continued success and profitability. In a practical and jargon-free style, *Effective Internal Communication* looks at how internal communication is conducted across the different sectors and in organizations of differing sizes and complexity. Crammed with practical examples and useful advice, the book contains numerous topical case studies that serve to bring theory and often complex issues to life. This completely up-to-date second edition looks at a wide range of issues related to internal communication, including managing internal communication, internal communication across the sectors, the legal framework, the measurement of results, the effects of technology and managing change. The new edition also contains new chapters on communicating in a crisis, leadership by mid-level managers, and the future of internal communication.

""getAbstract.com recommends it to anyone who needs a primer on why internal communication is increasingly important in the corporate world."" -- getAbstract.com ""getAbstract.com""