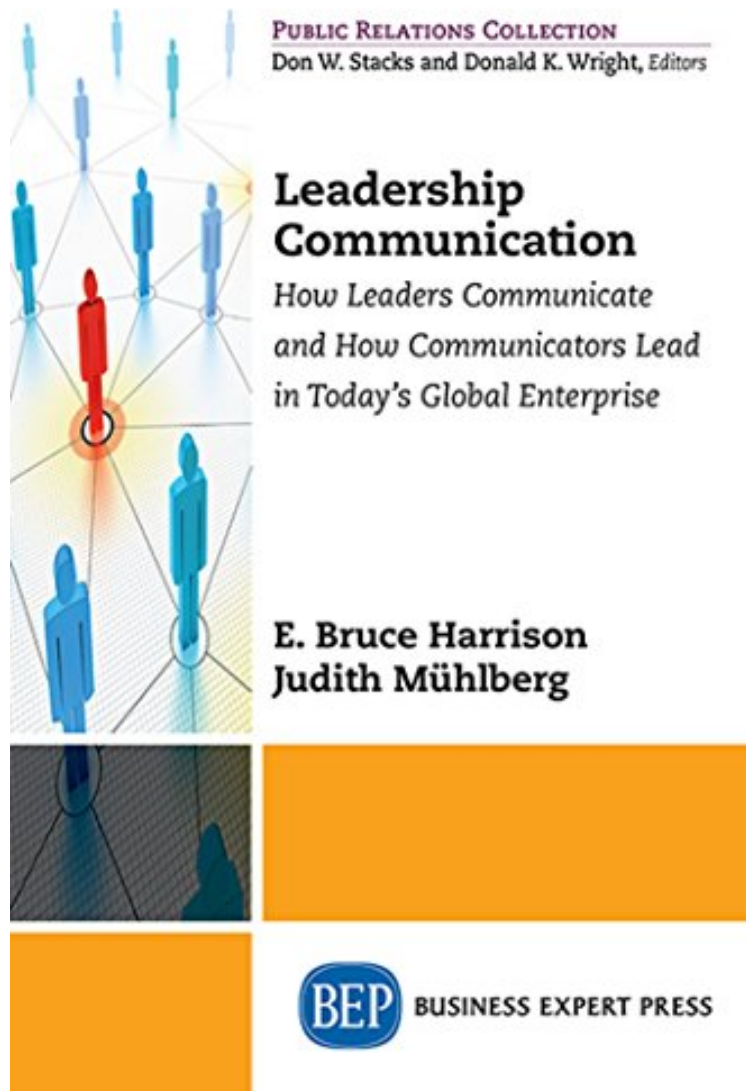


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Leadership Communication: How Leaders Communicate and How Communicators Lead in the Today's Global Enterprise (Public Relations Collection)

E. Bruce Harrison, Judith Muuml;hlberg
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Leadership in Communication is a cogent, bright, easily readable definition of what corporate communicators do. More than that, it's an uncommonly careful look at how strategic communication defines, drives, and creates value for a commercial enterprise—its employees, its owners, and those whom they serve.
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The quality of leadership in any organization—business, social, military, and government—is enhanced or limited by the quality of its leadership communication. The authors assert that leadership is given force by strategic communication that produces results required in competitive conditions. For the professional in enterprise communication, this brings into focus two questions: What is the relevance of communication in the leadership process of reaching best achievable outcomes (BAOs)? And, how does the primary communication professional attain expertise and success in a leadership position? This book provides insights and guidance on functioning at the highest levels of the corporate communications profession.

About the Author
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