



Corporate Communication

Paul Argenti

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Argenti's Corporate Communication was the first text to tackle this subject, and now in its Fourth Edition, it remains the most comprehensive book in this field.

Corporate Communications describes the changes in the environment for business that have taken place over the last half-century and their implications for corporate communication. While attitudes about business have never been totally positive, they have reached an all-time low in recent years—mistrust and skepticism of corporate entities is high, as are expectations that companies will “give back” to society through philanthropy, community involvement, or environmental protection activities.

By showing readers the importance of creating a coordinated corporate communication system, organizations will benefit with important strategies and tools that few companies in the world are using yet. This new edition shows what companies need to know about advanced communication strategies to stay one step ahead of the competition.

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