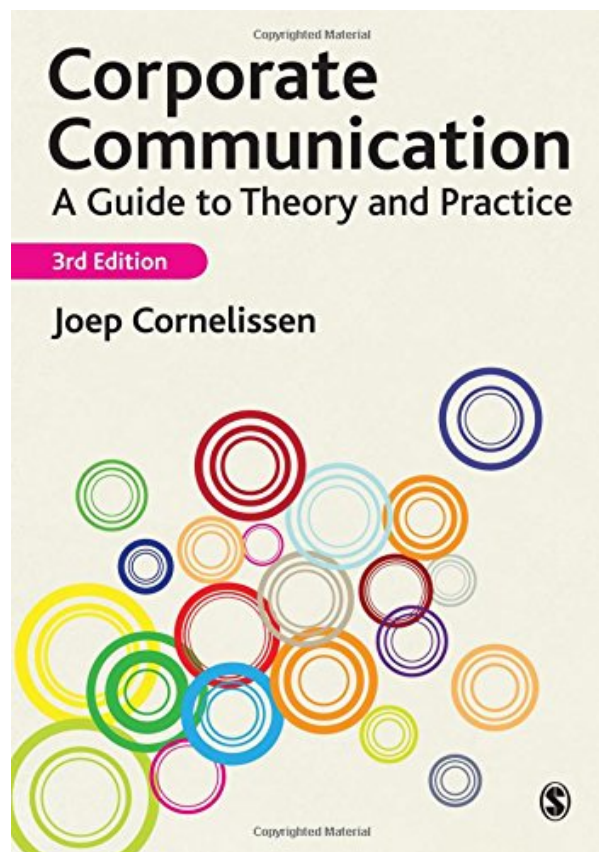


CORPORATE COMMUNICATION: A GUIDE TO THEORY AND PRACTICE BY JOEP P. CORNELISSEN



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Joep Cornelissen has done a masterful job in integrating many ideas and approaches to corporate communication: academic theories, professional cases, management and communication theories, stakeholder theories, and U.S. and European perspectives. As a result, students, scholars, and practitioners all will gain a broad understanding of the discipline by reading this book (James E. Grunig 2011-04-25)

About the Author

Joep Cornelissen is a Professor in Corporate Communication and Management at the Rotterdam School of Management, Erasmus University a Visiting Professor at IE Business School in Madrid. In his day job, he teaches corporate communication and change management on executive and MBA programs and actively writes on these topics for leading academic journals such as the Academy of Management Review, Organization Science, and the Journal of Management Studies. He also frequently speaks at conferences and draws on his management and communication expertise to work with entrepreneurs and managers in private and public sector organizations.

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This book incorporates current thinking on corporate communication from both the academic and practitioner worlds, combining a comprehensive theoretical foundation with practical guidance and insights to assist managers in their strategic and tactical communication decisions. Rich case-study examples are provided from companies in the United States, the U.K., continental Europe, South-East Asia, and Australia.

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