

Exploring Internal Communication

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James William Wells American Historical Association Thomas Joseph Hutchinson Mrs. Napier George
Sturt Thomas J. Hutchinson John Jay Robert Stein Lyn Smith Albert Frederick Calvert Ernest Favenc
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exploring internal communication has long been the go to publication for internal communication
public relations and human resources practitioners who want their practice to be grounded in
research and guided by evidence based advice the new fourth edition has been comprehensively
updated throughout to reflect the latest thinking in internal communication notably the use of social

media within organisations is explored in depth in recognition of the increasing integration of digital platforms a greater understanding of the different communication roles played by line managers and senior managers is emerging and this is reviewed to help managers understand what is expected of them and how to succeed as they communicate with employees and the demands of channel management are becoming increasingly complex this edition helps practitioners negotiate this challenge enriched with models tips and case studies this book is an indispensable tool for both students and practitioners alike

this third edition of *exploring internal communication* includes new chapters on the history of internal communication the evolution of employee engagement the current state of practice change communication storytelling research and measurement an internal communication measurement dashboard intranet management and internal social media it argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously the book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement

long established as the go to book for internal communication practitioners this fifth edition of *exploring internal communication* has been completely updated to reflect changes in the field including developments in the expanding use of technology in internal communication practice hybrid working and the greater emphasis on inclusive workplaces the book takes readers from applied theory and principles through to practical steps such as employee segmentation and content and channel management culminating in effective planning and professional practice it emphasises the strategic importance of internal communication for organisations and broadly what it can be used for making the point that not all organisations are the same or have the same attitudes towards and expectations of internal communication with updated and new chapters the book looks at the evolving organisation and employee relationship in the light of developments in environmental social and corporate governance esg ethical internal communication leadership listening and the expanding role of artificial intelligence ai and digital communication enriched with models and authors tips this book is an indispensable tool for internal communication practitioners hr managers and organisational leaders who are interested in developing a more strategic approach to practice it is also a valuable text for practitioners studying for a professional communication qualification

this book aims to explore the connection between internal communication and employee engagement in both educational and business settings through the collection of chapters contributed by leading public relations communication and management scholars as well as seasoned practitioners readers will gain new insights into current issues in internal communication and employee engagement through a series of real world case studies analysing current issues and offering best practices in internal communication and employee engagement in specific industry and organization settings learning outcomes and discussion questions for both classroom use and business strategizing round out each chapter providing a springboard to further inquiry research and initiative development in these intricately intertwined areas so crucial to employee satisfaction and organizational success this makes internal communications and employee engagement an ideal resource for the intended

audience of scholars students internal communication managers and organizational leaders

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include proceedings of the annual meetings

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

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