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Aug 26, 2020 Posted By Richard

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Paul Barton is THE expert in internal communication, and the wisdom he imparts in Maximizing Internal Communication will change the way you think about communication theory, internal communication strategies and how to use them to produce meaningful, measurable benefits for employees and the bottom line. --~
Lynne Boschee, APR, President of Calpurnia Communications and former Vice President, Corporate Communications, PetSmart

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- Starting your career and interested to make a mark in this growing function?
- Keen to understand the nuances of internal communications? -
- Determined to create an impact as an internal communication professional? -
- Looking for resources to create, nurture, and deliver consistently with you team? In this book you will discover all these and more as it takes you through the nuts and bolts of establishing your function and demonstrating value with internal communications. Using simple examples and formats, the author shares best practices and lessons that will enhance your presence as an internal communications professional.
- Self-evaluation Guide: How do I know if I am suited to the role? - Guide

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to getting answers when you begin your career in internal communications

- Interviewers Guide: questions to ask during an internal communications interview
- Channel selection guide
- Evaluating your agency
- How to promote your team

Get internal communications right in your organization and the benefits are clear: motivated staff, better financial performance, a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters. Internal Communications explores what good practice in internal communications looks like, providing a no-nonsense, step-by-step approach to devising an internal communications strategy. Written by experts with extensive

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experience as consultants and in-house leaders in the private, public and not-for-profit sectors, Internal Communications covers how to build an internal communications team and plan; devise messages and decide which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization. Supported by easy to follow models, example explanations of the core theory, and case studies, it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization.

About the PR in Practice series:
Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series comprises accessible, practical

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introductions to day-to-day issues of public relations practice and management. The series' action-oriented approach keeps knowledge and skills up to date.

Brink's Modern Internal Auditing, Sixth Edition is a comprehensive resource and reference book on the changing world of internal auditing, including Sarbanes-Oxley compliance issues. * Sixth edition of a very well respected auditing resource. * Provides an overview of the role and responsibilities of the internal auditor. * Includes discussion of the Sarbanes-Oxley Act and the impact it has on auditing (particularly concerning controls). * Provides expanded coverage of fraud and business ethics. * Includes guidance on reporting results effectively. * Provides in-depth

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discussion of internal audit and corporate governance.

Paul Temporal has written a remarkably insightful book on how to build strong brands. he addresses every issue in brand management with sound theories and marvelous examples. This is one of the best books on brand management to help any company build powerful brands. - Philip Kotler Those building and managing brand assets will find the issues facing them addressed in Advanced Brand Management with clarity, insight, and an easy-to-read style. Chock full of case studies, I especially found useful and stimulating, the author's willingness to offer critical judgments of brand decisions. - David Aaker Paul Temporal's new book is interesting,

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entertaining, well-written, and loaded with everything you need to know to manage a brand. What more could you want? Read it! - Al Ries Brands in Asia are a paradox. Everyone believes in them, but the ability to create them often lags far behind. To those who imagine that branding is just a passing fashion, this book is a powerful corrective. Paul Temporal describes in magisterial detail the philosophy, but above all, the practice of branding. As such, it is a vital tool for all those who believe that Asia's future lies in strategic solutions. - Miles Young

Create and maintain a successful social media strategy for your business Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media,

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one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. *Maximize Your Social* offers a clear vision of what businesses need to do to create—and execute upon—their social media for business road map. Explains the evolution of social media and the absolute necessity for creating a social media strategy. Outlines preparation for, mechanics of, and maintenance of a successful social media strategy. Author Neal Schaffer was named a Forbes Top 30 Social Media Power Influencer, is the creator of the AdAge Top 100 Global Marketing Blog, Windmill Networking, and a global social media speaker. *Maximize Your*

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Social will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

This book integrates theories, research insights, practices, as well as current issues and cases into a comprehensive guide for internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders. Important topics such as engagement, trust, change communication, new technologies, leadership communication, ethical decision making, transparency and authenticity, and measurement are discussed. The book concludes with

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predictions of the future of internal communications research, theory development, and practices.

Brands have never been more important than they are today. As Paul Temporal explains in this fully revised and updated third edition of his classic bestseller, the challenges of the business world are greater now than ever before. Brand managers have to cope with a broader range of variables and pressures from the marketplace and consumers. The lifeline of a strong brand can mean the difference between success and failure, or survival and extinction, in this turbulent environment. But what constitutes a strong brand? How should it be developed and managed? How do you activate and manage a winning brand strategy? **Advanced Brand**

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Management is the indispensable guide that provides all the answers. Paul Temporal addresses every issue related to brand management in the 21st century, providing the background theory and illustrating this with thoughtful case studies from across the business world. In this third edition, all chapters have been updated, and a completely new chapter is included on the growth of the digital world and the use of the Internet. Throughout, there is an increased emphasis on brand strategy and updates to case studies, with entirely new cases being added. If you want to make your own branding a success, you can't afford to be without *Advanced Brand Management*.

Previously restricted to cascading information and managing day-to-day conversations, internal communication

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is now essential to empowering employees to deliver business strategy. Strategic Internal Communication shows how to design and implement a strategy which will lead to engaged and motivated staff, increased productivity and consequently improved business performance. The book uses the author's own Dialogue Box tool designed to help companies explore more thoroughly what kinds of conversations they need to have with employees to address internal and cultural challenges. It helps transform organizations into open and transparent communities to ensure that entire workforces are committed to the overall business vision. This fully updated 2nd edition of Strategic Internal Communication includes new information on how to use Dialogue

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Box during times of transition and organizational change. It also gives advice on how to manage difficult conversations and avoid damaging miscommunication and misinterpretation. Supported by examples and case studies from the author's own experience, Strategic Internal Communication is an indispensable guide to creating an integrated and collaborative culture which will take your organization to the next level of success.

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

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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.

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