



Corporate Communications: A 21st Century Primer (Response Books)

Joseph Fernandez

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This lucid book is a compelling introduction to corporate communications and its practical application in the modern organization. Joseph Fernandez makes a case for corporate communications as the cornerstone of any corporate growth strategy. He does this by highlighting communication approaches drawn from the worlds of advertising, journalism and public relations.

Among the topics discussed are:

- The evolution and nature of the new era and its unique communication needs.
- The role of advertising and public relations as potent tools to build corporate brands and nurture them in global environments.
- The advantages of the complementary use of traditional and new media in reaching the entire targeted audience.
- The importance of subscribing to healthy corporate citizenship practices for both businesses and non-profit outfits.

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