



# Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management

By Cees B.M. Van Riel, Charles J. Fombrun

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The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation.

*Essentials of Corporate Communication* features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

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About the Author

Erasmus University Rotterdam, The Netherlands The Reputation Institute, New York

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