

The background of the cover is a grid of circular buttons, similar to a computer keyboard. Most buttons are white or light gray, while some are black. A single, prominent red button is located in the lower-left quadrant of the grid, drawing the viewer's eye. The buttons are arranged in a staggered pattern, and the overall lighting is soft and even.

LESIKAR'S
BUSINESS
COMMUNICATION

Connecting in a Digital World 13e

Kathryn Rentz | Paula Lentz

Lesikars Business Communication Connecting Digital

Kathryn Rentz



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Lesikar's Business Communication Kathryn Rentz,2011 *Lesikar's Business Communication* Kathryn Rentz,2010

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Communication: Making Connections in a Digital World , Business Communication Hory Sankar Mukerjee,2013

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trends and future developments This edition has also been revised to include even more examples cases tasks activities and discussion topics with pedagogical features designed to aid international students This popular text and the accompanying website will continue to support students on business management and professional courses for years to come *Digital Strategies for Powerful Corporate Communications* Paul A Argenti,Courtney M. Barnes,2009-04-19 The explosion of blogs social networking sites wikis video sharing sites and other powerful digital communications platforms may be the biggest game changer to impact business since mechanized manufacturing In today s Web 2 0 world company stakeholders including employees customers and investors are empowered in ways unimaginable just a few years ago and traditional corporate hierarchies are yesterday s news Rather than attempt to turn back the clock and reassert strict top down control over stakeholder relationships the smartest companies worldwide are responding with bold new digital communications strategies based on transparency authenticity and inclusion instead of secrecy artificiality and exclusion International corporate communications guru Paul A Argenti provides a lively up to the minute review of the Web 2 0 landscape and analyzes the increasingly central role corporate communications plays in virtually every organizational function Argenti and coauthor Courtney Barnes advise corporate leaders on how to deploy proven strategies for using new and emerging digital platforms to Manage brand identity and company reputation Build a culture of engagement and transparency Turn stakeholders into company evangelists Manage internal communications across time zones and language barriers Recruit and retain the best talent Develop compelling messages based on customer and investor needs and desires Argenti and Barnes provide case studies illustrating digital communications best practices at HP Southwest Airlines Sony Dell IBM Starbucks HBO FedEx GE and other major players This groundbreaking book will teach you how to gain real manageable control over your organization s communications in today s virtual world **Business Communication Essentials: Fundamental Skills for the**

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Innovative Perspectives on Corporate Communication in the Global World Olvera-Lobo, María Dolores, Gutiérrez-Artacho, Juncal, Rivera-Trigueros, Irene, Díaz-Millón, Mar, 2021-04-23 Today's global markets demand that companies of all sizes look to international markets for potential customers The successive crises that have taken place in the last decade make the internationalization of companies essential This situation is further aggravated in the case of SMEs as surviving only from national markets is becoming increasingly difficult Indeed the economic sphere is in constant flux which demands that companies have a great capacity for adaptation to face the new challenges of an ever more globalized and difficult market In this context new forms of business communication are emerging especially through the web and new technologies Digital marketing and the dissemination of corporate information have become key processes for the success of companies It is therefore crucial to research different digital marketing processes and ways of breaking down linguistic and cultural barriers between users from different sociolinguistic contexts Innovative Perspectives on Corporate Communication in the Global World contains different contributions focused on the description of methods processes and tools that can be adopted to achieve corporate internationalization goals The chapters provide a comprehensive review of the why what and how of disseminating corporate information and promoting corporate digital communication into internationalization processes These strategies can be related to the development of digital tools the design of new corporate communication strategies the proposal of new ways of breaking social and linguistic barriers between technology users or the creation of new methodologies aimed at evaluating the effectiveness of digital marketing strategies This book is ideal for marketers managers executives entrepreneurs practitioners researchers academicians and students interested in new corporate communication strategies and their effectiveness

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