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Paul A. Argenti. 3.75 · Rating details · 81 ratings · 6 reviews. Argenti's Corporate Communication was the first text to tackle this subject, and now in its fourth edition, it remains the most comprehensive book in this field. Corporate Communications describes the changes in the environment for business that have taken place over the last half-century, and their implications for corporate communication.

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Knowledge @ Wharton wrote a follow-up post to the New York Times article I was quoted in regarding Blankfein's new role as spokesman for same-sex marriage. Some excerpts are below and you can find the full article here. "I'm Lloyd Blankfein ... and I support marriage equality." Those are the words used by the chairman and CEO of Goldman Sachs in a new video spot produced by The Human ...

February | 2012 | Paul A. Argenti
Corporate Communication 6th (sixth) Edition by Argenti, Paul published by McGraw-Hill/Irwin (2012)

Corporate Communication: Argenti, Paul A: 9780073403175 ...
Corporate Communication (Paperback) Published September 4th 2012 by McGraw-Hill Education. Paperback, 307 pages. Author (s): Paul A. Argenti. ISBN: 0073403172 (ISBN13: 9780073403175) Edition language: English.

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Corporate Communication McGraw Argenti Edition
Corporate Communication: Corporate Responsibility Bio Paul Argenti's recent research on social media extends his expertise in corporate communications, strategy formulation and execution, corporate reputation, and corporate social responsibility--issues on which he consults for corporations and nonprofit organizations.

Tuck School of Business | Paul A. Argenti
Paul A. Argenti, a professor of corporate communication at the Tuck School of Business at Dartmouth, says Mr. Blankfein's decision isn't likely to have any positive impact on the reputation of the firm - or Mr. Blankfein. "If you are a Goldman employee and you are gay or contemplating coming out, this is great," he said.

Corporate Reputation | Paul A. Argenti
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1 post published by paulargenti during August 2012. Last week, I wrote a piece for U.S. News on the contrast between the United States' stellar Olympic record and recent hits to the country's reputation in the press.. Over the last few weeks, as the United States competed and mostly won in the international sports arena at the 2012 Olympics in London, the country itself seemed to suffer ...

August | 2012 | Paul A. Argenti
Paul A. Argenti. Professor of Corporate Communication. Tuck School of Business at Dartmouth 100 Tuck Hall Hanover, NH 03755 603.646.2983. T E A C H I N G E X P E R I E N C E. 1981-Present Tuck School of Business at Dartmouth. Hanover, NH Professor of Corporate Communication. Teach required core course in Analysis for General Managers (AGM) and advanced electives in Corporate Communication and Corporate Responsibility.

Paul A. Argenti Professor of Corporate Communication
Professor Paul Argenti is a pioneer in the field of corporate communication, teaching some of the earliest courses on the subject for Harvard Business School, Columbia Business School and the Tuck...

Paul Argenti - Professor of Corporate Communication - Tuck ...
Paul A. Argenti Of the four disciplines under discussion in this special edition of Management Communication Quarterly, corporate communication is both the newest and perhaps the least understood...

Corporate Communication stresses the importance of creating a coordinated corporate communication system, and describes how organizations can benefit from important strategies and tools to stay ahead of the competition. Cases and examples of company situations relate to the chapter, and highlight the strategies companies have used to stay ahead. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

Corporate Communication, 6th Edition shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

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.

The Third Edition of this market-leading text has been updated and expanded with contemporary case material and more detailed coverage of the main topics and trends in corporate communication. New to the Third Edition: - New chapters on strategic planning and campaign management, research and measurement and CSR and community relations - Greatly expanded coverage of key areas: internal communication, leadership and change Communication, issues management, crisis communication and corporate branding - Other topics to receive new coverage include: public affairs, social media, internal branding and issues of globalization. - New and up-to-date international case studies, including new full-length case studies and vignettes included throughout the chapters. - Further reading and new questions-for-reflection will provide the reader with a means to challenge and further their understanding of each of the topics in the book. - Online teaching material for lecturers and students including: instructors manual, PowerPoint slides and new international case studies of varied length, SAGE Online journal readings, videos, online glossary and web links Praise for the Second Edition: "This is a must-have reference book for Chief Executives, Finance Directors, Corporate Communicators and Non-executive Directors in this "involve me" era of stakeholder engagement and corporate communications. How I wish I had had this book on my desk as a Chief Reputation Officer!" - Mary Jo Jacobi, Former Chief Reputation Officer of HSBC Holdings, Lehman Brothers and Royal Dutch Shell "This is a comprehensive and scholarly analysis of corporate communications. It will offer students and practitioners alike a considerable aid to study and understanding which will stand the test of time in a fast changing business" - Ian Wright, Corporate Relations Director, Diageo

Corporate Responsibility offers a concise and comprehensive introduction to the functional area of corporate responsibility. Readers will learn how corporate responsibility is good for business and how leaders balance their organization's needs with responsibilities to key constituencies in society. Author Paul A. Argenti engages students with new and compelling cases by focusing on the social, reputational, or environmental consequences of corporate activities. Students will learn how to make difficult choices, promote responsible behavior within their organizations, and understand the role personal values play in developing effective leadership skills.

Featuring real-world examples and case studies from leading organizations such as SONY, Coke, GE and Martha Stewart, this book tackles key topics, including: how to leverage the organization's image; how to get your message to shareholders; and how to manage the media.

Strategic Corporate Communication is an updated adaptation of Argenti's best work for the Indian market. Replete with new cases and examples from Indian industry, it covers all aspects of communication and its development in India. It also contrasts the practice of corporate communication in the US, while further investigating the business environment in India and how that has shaped the corporate communication function. This book emphasizes the importance of strategic communication, both in terms of how communication serves as an extension of an organization's strategy, and how it can (and should) become more strategic than tactical when approached in a business setting.

The chief communication officer at a Fortune 500 multinational corporation today faces the challenges of a rapidly changing global economy, a revolution in communications channels fueled by the Internet, and a substantially transformed understanding of what a 21st-century corporation stands for. This book provides an accessible framework for describing these forces and the specific communication challenges that they have thrown at the global corporation. The text reviews the evolution of society's response to the development of the modern company and the corporate communication practices that grew up in response to it, as well as examining the impact of globalization, Web 2.0 and the networked enterprise on current corporate relationships with key stakeholders such as customers, employees, shareholders, communities and regulators. In examining these forces and how they are interwoven, the authors offer insights and strategies for deploying effective communication as a strategic business asset in today's global economy. Designed for the advanced student of corporate communication, the book contains updated guidelines for the management of investor relations, community relations and other corporate relationships in the age of social media. Specific recommendations for how to organize and execute effective communication for the contemporary practitioner working in the communication field are also provided. "Goodman and Hirsch's book is essential reading for corporate communications executives. Insightful and practical, it will help them become better counselors to their CEOs, better partners with their C-suite colleagues, and better leaders of their own organizations." Dick Martin, Executive Vice President, AT&T (retired); Author, Secrets of the Marketing Masters "In situating corporate communication issues and practices within the context of globalization, rapid technological change, and the networked organization, Goodman and Hirsch offer readers a compelling and necessary discussion of the forces influencing corporate communication, and they utilize a host of contemporary examples to do so. This book is a must read for researchers and practitioners interested in business, corporate communication, corporate social responsibility (CSR), and environment society governance (ESG) on the global stage. Goodman and Hirsch encourage us all to think carefully about what effective corporate communication should look like in the 21st century." Stacey L. Connaughton, Associate Professor, Department of Communication, Purdue University "In today's global environment, there is no function within a major corporation more important than what is commonly called corporate communication. This new book, Corporate Communication: Strategic Adaptation for Global Practice, written by Goodman and Hirsch, supports that conclusion with comprehensive and convincing evidence. Large companies cannot succeed today without successfully managing relationships with their key constituencies in the context of what is desired by those constituencies. Previously, only the CEO him or herself has been in a position to view all of those audiences with a balanced view of what is ethical and correct behavior. The fully developed corporate communication function of today has evolved to work side by side with the CEO and Boards of Directors. The function not only influences what and how a company speaks, but also how it acts. The Goodman/Hirsch book makes that case more strongly than any text written in the past. It should be must reading for not only the professional communicator but for all CEOs and Boards of Directors to see the unique and priceless value the corporate communication function can bring to the corporate table today." James E. Murphy, Retired Chief Marketing and Communications Officer of Accenture; Chairman & CEO of Murphy & Co. "Goodman and Hirsch capture not only the theory and organization of corporate communication, but its true heart and soul, even as they show you how to ground this practice in a wholly changed and changing world." Raymond C. Jordan, Corporate Vice President Public Affairs & Corporate Communications, Johnson & Johnson

Appreciated by thousands of thoughtful students, successful managers, and aspiring senior leaders around the world Communicating for Managerial Effectiveness skillfully integrates theory, research, and real-world case studies into models designed to guide thoughtful responses to complex communication issues. The highly anticipated Sixth Edition builds on the strategic principles and related tactics highlighted in previous editions to show readers how to add value to their organizations by communicating more effectively. Author Phillip G. Clampitt (Blair Endowed Chair of Communication at the University of Wisconsin-Green Bay) addresses common communication problems experienced in organizations, including: Communicating about major changes spanning organizational boundaries Selecting the proper communication technologies Transforming data into knowledge Addressing ethical dilemmas Providing useful performance feedback Structuring and using robust decision-making practices Cultivating the innovative spirit Building a world-class communication system

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