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Kevin Ruck Routledge
2020, 4 th edition, 223

pages. When I first
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communication (IC)
for undergraduate
public relations (PR)
students in the mid-
noughties, I faced a

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problem. Internal communication was a growing function in organisations yet the complexity of ...

**Review: Exploring
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London: Routledge, ht
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**New edition of
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And it includes new chapters on project management, applying psychology to communication, channels, content, measurement and the use of internal digital platforms.

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She specialises in internal communication, taking an inside out view of communication to help workplaces work better for business success. Katie loves the complexity found in organisational communication and interpreting the dynamics that can be

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Internal Communication
found between
leadership and
employees, then
designing simple and
creative solutions for
different challenges.

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communication is the
communication
discipline concerned
with employees,
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Exploring

engagement and

helping to deliver

change” – Ann

Pilkington, Director,

PR Academy. Ann’s

fellow PR Academy

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Ruck is the author of

an excellent book,

Exploring Internal

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(Gower, 2015).

What is internal

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All Things IC

This edition explores
internal

communication

leadership, excellent

practice, strategic

planning processes,

content and channel

management and the

digital workplace. One

reason I value this

publication is the

variety of contributors

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who share their expertise in areas that perhaps as someone #newtoIC might not have considered.

'Exploring Internal Communication' by Dr Kevin Ruck review ...

Danny Moss,
University of Chester
Business School, UK
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Internal communication is the essential primer for both students and practitioners keen to understand the roots and dynamics of internal communication. The breadth of research is impressive, as is the effort made to provide a clear, coherent line of sight from theory to practice.

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communication and

employee has

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of making employees
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