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Corporate Communication

A Guide to Theory & Practice

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responsibility internal communication global corporate communications and communicating corporate cultures On the Edge Belinda Wheaton,2009 Books in Print ,1994 *Paperbound Books in Print* ,1992 *Corporate Communication. Theory and practice. Edited by Michael B. Goodman* ,1994 Corporate Communications Handbook ,2005 **A Handbook of Corporate Communication and Public Relations** Sandra Oliver,2004-04-22 A bold addition to existing literature this book provides an excellent overview of corporate communication Taking a refreshing interdisciplinary approach it is an essential reference offering in depth analysis and contemporary case studies **Corporate Communications** William V. Ruch,1984-12-21 William V Ruch examines and compares corporate communications systems in the United States and Japan to discover what each can learn from the other The author demonstrates that business organization in each country is highly reflective of the overall culture In American corporations communication is intended to transmit information rapidly it is direct efficient and invites confrontation Japanese corporate communication also transmits information but adds an element of emotional message In both countries business communication is characterized by direction American companies have strong downward systems Japanese companies have strong upward systems Most channels of communication used in American firms are also used in Japan but some Japanese techniques could not and should not be used in the United States Ruch argues that American and Japanese corporations cannot learn a great deal from one another In fact the only thing that Americans should learn is the value of a strong system of upward communication The Japanese should learn that they need a faster system of decision making than the ringi system currently in use

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