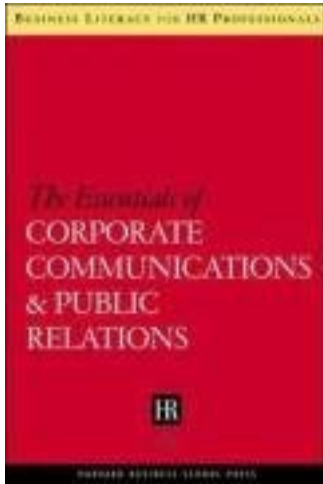


# The Essentials of Corporate Communications and Public Relations



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When it comes to communicating corporate information, the skills of the messenger can make or break a company's reputation in the eyes of shareholders, employees, and the media. Filled with practices, principles, and case studies, this essential guide helps HR professionals hone their skills at delivering information, managing crises, responding to queries, and more. Today's HR professionals work side by side with senior executives to devise a strategy for their organizations and to marshal the talent and resources to implement it. That means going beyond the traditional HR domain and mastering the fundamentals of all aspects of business and management. The "Business Literacy for HR Professionals" series, developed in partnership with the Society for Human Resource Management, covers essential areas such as negotiation, decision making, change management, finance, and more. These highly practical books help HR professionals achieve their goal to be true strategic partners who bring additional bottom-line value to their organizations.

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