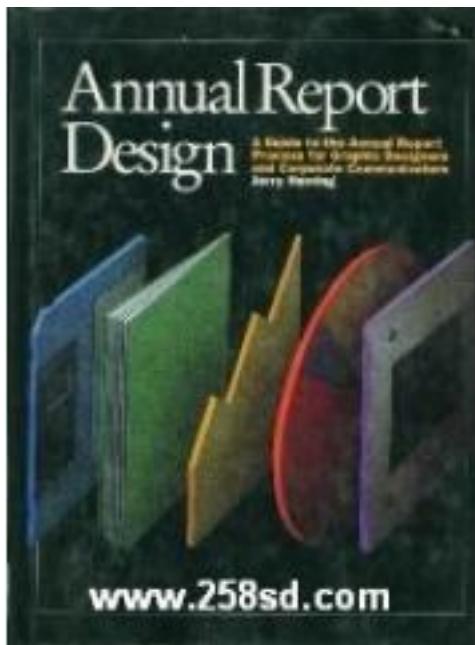


Annual Report Design: A Guide to the Annual Report Process for Graphic Designers and Corporate Communicators



[Annual Report Design: A Guide to the Annual Report Process for Graphic Designers and Corporate Communicators](#) [下载链接1](#)

著者:

出版者:

出版时间:

装帧:

isbn:9780823002313

here is a mystique to annual reports and for good reason. They are not only the most important document for most companies they are also in many cases the most expensive. It is a project that has the direct involvement of the CEO while involving literally scores of people in the company some of whose jobs or status in the company may depend on how well they perform on this project. Reports today need to communicate to a variety of audiences: share holders brokers stock analysts lending institutions

employees' customers and prospective employees the business and public presses and government officials. With such multiple audiences there are quite naturally a number of agendas and expectations for the report depending on whom in the company one talks to. *Whose Book Is This?* Anyway? In most cases the annual report is quite simply the CEO's book. Just as most corporations reflect the personality and direction of the person at the top so the annual report reflects the chief executive officer's outlook philosophy and vision--and aesthetic taste. The annual report is a very personal project for most CEOs. It is a reflection on them personally and they care a great deal about how they are presented to their peers their shareholders and their many publics. Think about it: Their picture is displayed when they sign their name to the text their successes and failures are the subject of the report. Yet even with all this riding on the report many CEOs are shielded from much of the process by their own organization. ~Because of the CEO's pivotal role it is virtually impossible for a designer to create an effective annual report without first finding out what's on the CEO's mind," says Richard Lewis chairman of Corporate Annual Reports Inc. a leading producer of annual reports for major American corporations. "The designer has to spend time with the CEO or be extremely well briefed by someone close to him. Without that kind of input a designer falls into a bottom-up trap--dealing several rungs down the corporate ladder while trying to guess which topics and themes the CEO considers most important for inclusion in the report." *Involve Top Management Early in the Process* I once worked on an annual report for the holding company of a large bank. The writer and I were at the corporate offices going over the final mechanicals when the director of investor relations our client informed

作者介绍:

目录:

[Annual Report Design: A Guide to the Annual Report Process for Graphic Designers and Corporate Communicators](#) [下载链接1](#)

标签

评论

[Annual Report Design: A Guide to the Annual Report Process for Graphic Designers and Corporate Communicators](#) [下载链接1](#)

书评

[Annual Report Design: A Guide to the Annual Report Process for Graphic Designers and Corporate Communicators](#) [下载链接1](#)