

# Corporate Conversations



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Everything a company says sends a message to its employees. Organizations that communicate well with their employees boast higher profitability, better customer acquisition and retention, and enhanced reputation. Without a strategically managed employee communications strategy, results suffer. *Corporate Conversations* is a comprehensive guide to crafting and delivering vital internal messages. The book covers a broad range of issues, including:

- \* the four types of corporate and business communications (human resources, business-related, legal, and informal)
- \* how to communicate bad news
- \* managing employee-to-employee communication
- \* how to measure the impact of internal communications

With valuable strategies for aligning all business correspondence with the company message, *Corporate Conversations* shows professionals at all levels how to improve their communication skills and maximize the power of both traditional and hi-tech communication tools.

作者介绍:

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