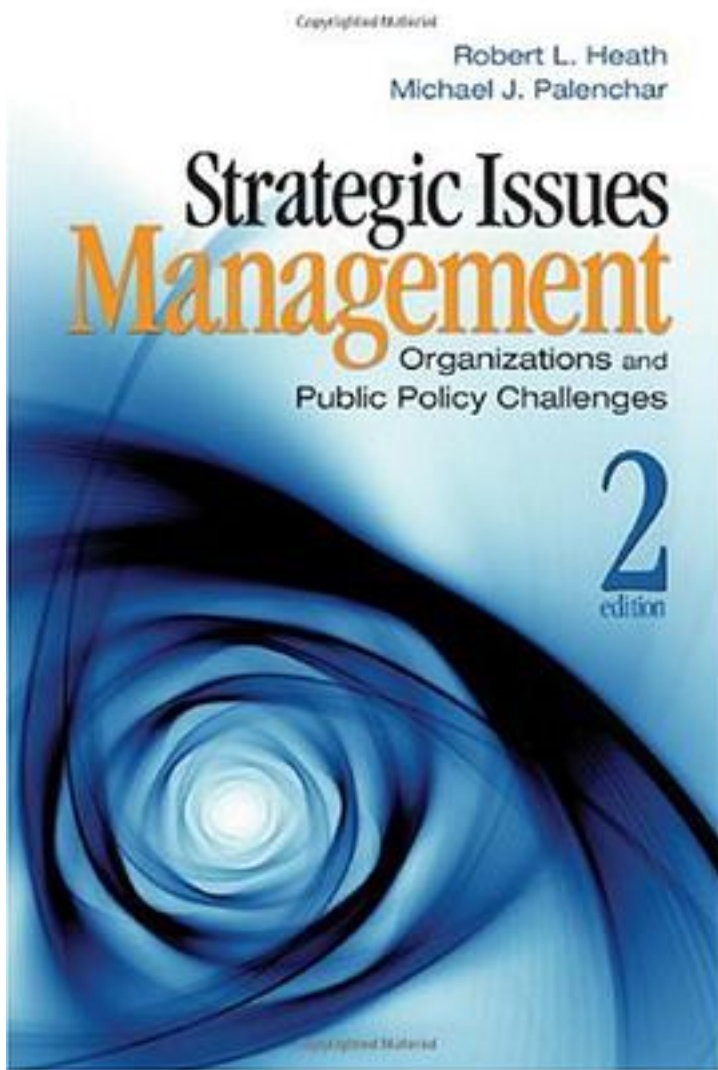


Strategic Issues Management



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By exploring the communication options that organizations can employ in their stewardship to address crucial public policy options and engage in collaborative decision making, "Strategic Issues Management" gives students practical, actionable guidance. Issues management is vital to an organization's strategic management. It entails understanding and achieving high standards of corporate responsibility by listening to the opinions of key members of the public.

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