The Theory and Practice of Corporate Communication: A Competing Values Perspective

Reviews

This book will never be straightforward to start on reading through but quite enjoyable to learn. Better then never, though I am quite late in start reading this one. Your lifestyle span will probably be convert once you complete reading this publication.

(Dr. Kadin Hane DVM)
SAGE Publications, Inc. Paperback. Condition: New. 304 pages. Dimensions: 10.1in. x 7.0in. x 0.4in. It provides an integrated and broad perspective for addressing the diversity of corporate communications as a field of study and a community of practice. As an organizing scheme it helps capture the richness, complexity and interdependence of communication theories. BUSINESS INDIAProfessor Belasen’s integration of theoretical insights with practical experience distinguishes this book from any other on the subject. The value to students is that it will enable them to think about corporate communication in a sophisticated and critical way. Not only will they learn to do their jobs well, they will also understand why. Gary P. Radford, Fairleigh Dickinson University

The Theory and Practice of Corporate Communication: A Competing Values Perspective offers an integrative approach to corporate communication. Author Alan T. Belasen covers theoretical aspects and uses practical examples and case applications to illustrate the broader, strategic view of the field of corporate communication. The book draws on an adaptation of the Competing Values Framework to provide a fuller and more coherent view of corporate communication in which a dynamic interplay of complementary and often competing message orientations takes place. As an organizing schema, the Competing Values Framework for Corporate Communication (CVFCC) helps capture the richness, complexity, and interdependence of communication approaches (e.g., rationalistic, humanistic), functions (e.g., media relations, employee relations, government relations, investor relations), managerial roles (e.g., broker, director, mentor, innovator), and organizational stakeholders (e.g., employees, customers, regulators, investors, reporters). As a practical approach, it enables corporate communication executives and professionals to operate under the burden of contradictory and often inconsistent expectations coming from diverse constituencies. Responding to these expectations is vital for building a strong identity and sustaining a credible organizational image. The CVFCC brings the whole (corporate...
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