



Critical Corporate Communications: A Best Practice Blueprint

Naomi Langford-Wood, Brian Salter

| | | | |
|-----------|-------------------|------------|----------------|
| E-Book | 978-0-470-85569-0 | March 2003 | \$60.99 |
| Paperback | 978-0-470-84763-3 | May 2003 | \$75.00 |

DESCRIPTION

Critical Corporate Communications :A Best Practice Blueprint

Naomi Langford-Wood and Brian Salter

A good flow of information is essential to all businesses that succeed. The latest Fast Track title is a practical and comprehensive guide to getting the very best out of your corporate communications. It deals with all the different methods of internal and external corporate communication available - letters, fax, email, text, WAP, internet, telephone, face-to-face, and even body language and other non-verbal signals - and shows how best to utilise them within your organisation. Best practice examples are given as well as advice for implementation via a communications audit.

Author:

Naomi is an entrepreneur and professional business writer; Brian Salter spent many years as a professional broadcaster and presenter with the BBC, and was formerly head of communications at the Institute of Directors. They are co-founders of the Topspin Group and have co-written over 15 books.

Readership:

Mid to senior level executives in strategic, corporate communications, PR, and marketing roles; consultants, trainers, business advisers, and owner-managers of SMEs.

ABOUT THE AUTHOR

Brian spent many years as a professional broadcaster and presenter with the BBC World Service and Radio 4. He was also head of communications at the Institute of Directors (IOD). Naomi is a serial entrepreneur and business writer. They are both founders of the Association of eBusiness Professionals, as well as Fellows of the Royal Society of Arts Manufacturers (RSA) and the IOD. They have co-written over 15 books and are much in demand as public speakers.

SERIES

CBI Fast Track

To purchase this product, please visit <https://www.wiley.com/en-us/9780470855690>