



The Search for Corporate Strategic Credibility Concepts and Cases in Global Strategy Communications

By Richard B. Higgins

Praeger. Paperback. Book Condition: New. Paperback. 200 pages. Dimensions: 8.8in. x 6.0in. x 0.6in. Higgins makes clear that corporate strategy, regardless of how elegantly conceived, how comprehensive its scope or how forward-looking its thrust, does not provide competitive advantage until it is communicated, understood, valued, and acted upon by a variety of key corporate stakeholders. His book is thus developed to advance the theory and practice of corporate strategy communications. With two chapters devoted to conceptual foundations and empirical research, plus five new case studies illustrating his points, Higgins' book not only builds on existing research in strategic planning and management and reputation management, but offers new research findings as well. Interdisciplinary, integrative, and international in scope, the book will be of special interest to corporate management, strategic planners, corporate communications and investor relations executives, and other professionals in the investment community, and to academics with similar research and teaching interests. Higgins argues that companies that communicate effectively to key constituencies risk less by making their strategies known than by hiding them. Among the important payoffs Higgins identifies are an improved climate within the investment community; better relationships with suppliers, customers, and strategic partners; improved employee morale and motivation; and, in...

DOWNLOAD



Reviews

If you need to add benefit, a must buy book. I could comprehend every thing out of this composed e pdf. I am just very happy to tell you that this is the greatest pdf i have study inside my individual existence and could be the finest publication for at any time.

-- **Miss Laurie Waters IV**

Most of these publication is the greatest publication offered. It is actually really intriguing through reading period of time. You can expect to like just how the article writer create this publication.

-- **Eddie Schuppe**

Other PDFs



Phonics Fun Stick Kids Workbook, Grade 1 Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in. Learning to read is a fun and exciting time in a child's life, and being able to decode words is an important skill that gives young readers...



Kindergarten Reading Stick Kids Workbook Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.3in. Every day your child is acquiring skills needed for entry into the world beyond family and home. Arrival at school brings many new experiences, perhaps most importantly,...



Patterns and Sequence Stick Kids Workbook, Grade K Stick Kids Workbooks

Creative Teaching Press. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.8in. x 6.4in. x 0.2in. Knowledge of patterns enables us to make predictions and solve problems. Noticing patterns in nature and in home routines and observing the sequence of daily events strengthens...



DK Readers Disasters at Sea Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. From fog, ice, and rocks to cannon fire and torpedo attacks--read the story of five doomed sea voyages and the fate of those who took part in them....



DK Readers Day at Greenhill Farm Level 1 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs to life. Join the ducklings, cows, and...



Readers Bermuda Triangle

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. Strange things happen when you enter the Bermuda Triangle. Five planes vanish into the blue. Two crews disappear from a ship. Strange things happen when you enter the...
