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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's 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...

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