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Corporate Communication: A Guide to Theory and Practice. Corporate Communication. : Joep Cornelissen. SAGE, Mar 20, 2014 - Business & Economics - 320 pages. 0 Reviews. Written specifically for...

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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.

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Corporate Communication (6th ed.) by Cornelissen, Joep P ...

Models of communication are conceptual models used to explain the human communication process. The first major model for communication was developed in 1948 by Claude Shannon and published with an introduction by Warren Weaver for Bell Laboratories. Following the basic concept, communication is the process of sending and receiving messages or transferring information from one part (sender) to ...

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