

Corporate Communication



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Description

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RATING OF BOOK: EXCELLENT

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CORPORATE COMMUNICATION Unit-ICommunication Basics – Business

Communication – Components – Types – Formal Communication Network – Work-Team Communication – Variables – Goal – Conflict Resolution – Non-Verbal Communication – Cross Cultural Communication – Business Meetings – Business Etiquette. **Unit-II** Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations. **Unit-III** Corporate Communication in Brand Promotion – Financial Communication – Crises Communication. **Unit-IV** Report Writing: Characterizing and Business Reports – Types and Forms and Reports – Project Proposals – Collection of Data – Tables Constitution – Charts – Writing the Report – Documenting the Sources – Proof Reading. **Unit-V** Business Presentation: Written and Oral Presentation – Work-team Presentation – Delivering the Business Presentation Visual Aids – Slides – Electronic Presentation – Hand-Outs – Delivering the Presentation – Career Planning – Preparing Resume – Job Applications – Preparation for a Job Interview – Employment Interviews – Follow-up.

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