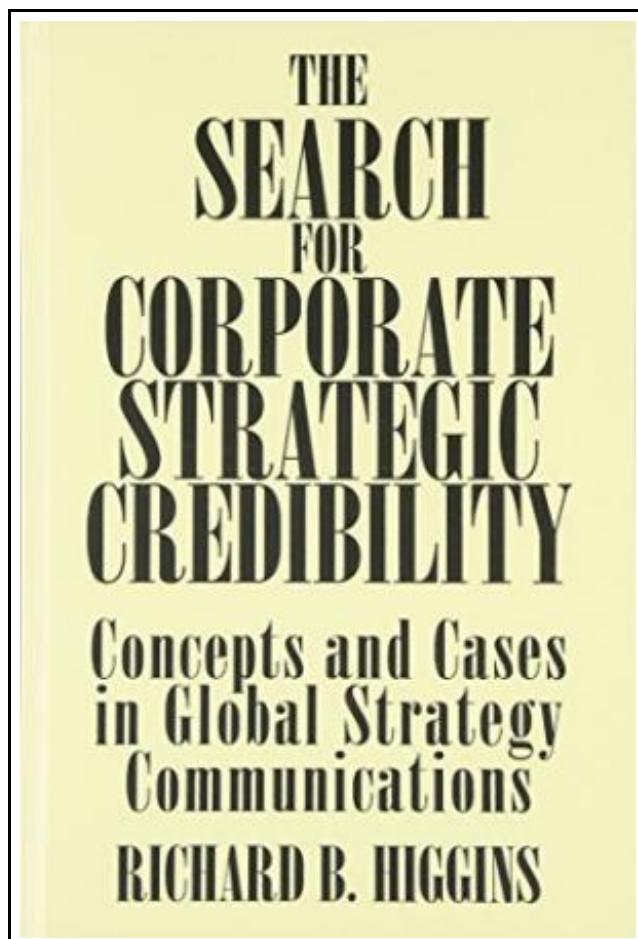


The Search for Corporate Strategic Credibility Concepts and Cases in Global Strategy Communications



Filesize: 8.35 MB

Reviews

I actually started reading this article ebook. It is actually packed with knowledge and wisdom Its been printed in an remarkably simple way and it is only after i finished reading this pdf where in fact modified me, alter the way i believe.

(Prof. Uriel Witting)

THE SEARCH FOR CORPORATE STRATEGIC CREDIBILITY CONCEPTS AND CASES IN GLOBAL STRATEGY COMMUNICATIONS

[DOWNLOAD](#)

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 some cases, a boost to share price and the enhancement of shareholder value. He begins with an overall strategic framework, illustrating how effective corporate strategy communications can improve a firm's strategic credibility, then follows with case studies unavailable until now, each written specifically for this book, and covering such situations as a merger, a failed takeover attempt, and a management campaign to elevate share price and shareholder value at a major chemical company. He ends with an examination of the international challenges and opportunities involved in cross-cultural strategy communications. The book also presents for the first time, the results of...

-  [Read The Search for Corporate Strategic Credibility Concepts and Cases in Global Strategy Communications Online](#)
-  [Download PDF The Search for Corporate Strategic Credibility Concepts and Cases in Global Strategy Communications](#)

Related PDFs



Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners

Fernhurst Books Limited. Paperback. Book Condition: new. BRAND NEW, Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners, Paul B. Boissier, Expert information for yachtsmen and...

[Read eBook »](#)



Learn em Good: Improve Your Child's Math Skills: Simple and Effective Ways to Become Your Child's Free Tutor Without Opening a Textbook

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and...

[Read eBook »](#)



Meg Follows a Dream: The Fight for Freedom 1844 (Sisters in Time Series 11)

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Meg Follows a Dream: The Fight for Freedom 1844 by Norma Jean Lutz. Sisters in Time series book 11. Christian...

[Read eBook »](#)



Monkeys Learn to Move: Puppet Theater Books Presents Funny Illustrated Bedtime Picture Values Book for Ages 3-8

Createspace, United States, 2015. Paperback. Book Condition: New. 216 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.What are the Monkey's up to now? Moving! Monkeys Learn to Move...

[Read eBook »](#)



Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read eBook »](#)