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Corporate Communication through Social Media: Strategies for Managing Reputation

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Abstract

Understanding the value of corporate reputation, addressing reputational issues versus all stakeholders, appreciating the necessity of business citizenship and realizing how the digital and social turmoil is changing the whole game— these are the dynamics transforming today’s business environment. Every crisis today is potentially global, social and viral in this information age. This book has provided the reader with a broad, in-depth look at the digital landscape of organizational and corporate communication with implications for reputation. Drawing upon the academic scholarship in these fields, state-of-the-art research, relevant cases and practitioner perspectives, this unique and differentiated book attempts to the best possible extent a comprehensive account of the many developments that continue to transform management communication.

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