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Making the Connections: Using Internal Communication to Turn Strategy into Action

Bill Quirke

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Making the Connections: Using Internal Communication to Turn Strategy into Action Bill Quirke Bill Quirke demonstrates practically how businesses can use internal communication to achieve differentiation, to improve their quality, customer service, and innovation, and to manage change more effectively. He describes the why, the what and the how of internal communication - why business needs better communication to achieve its objectives, what internal communication needs to deliver to add value, and how organizations need to manage their communication for best results.

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