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Internal Communications: A Manual for Practitioners (PR In Practice)

Liam FitzPatrick, Klavs Valskov

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Get internal communications right in your organization and the benefits are clear. Motivated staff, better financial performance, a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters.Internal Communications explores what good practice in internal communications looks like, providing a no-nonsense approach to devising an internal communications strategy based on the authors' extensive experiences as consultants and in-house leaders in the private, public and not-for-profit sectors. It provides a step-by-step guide to:? Building an internal communications team and plan? Devising messages and deciding which channels to use? Working with line managers and senior leaders? Researching and evaluating internal communications? Supporting change within an organizationSupported by easy to follow models, example explanations of the core theory, and case studies, Internal Communications provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization.

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