



Gower Handbook of Internal Communication

Marc Wright

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A comprehensive guide to managing communication within organizations, the handbook recognises Internal Communication's continued growth as a management discipline. It is aimed at leaders who want insight into IC techniques for use in both day-to-day operational and change situations, for example, and also at the communication specialist seeking shared wisdom and new ideas. Early chapters examine changes in the strategic context in which today's IC departments are operating. These include organizations' increasing need for innovation and responsiveness in a superfast changing environment; employees' increasing assertion of rights and personal requirements at work; management's increasing recognition of the importance of corporate reputation/brand value, particularly how to sustain and extend it; and, finally, the effects on work and management patterns of digital communication. These step-by-step guides introduce the reader to creating IC strategies and to carrying out research and measurement.

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