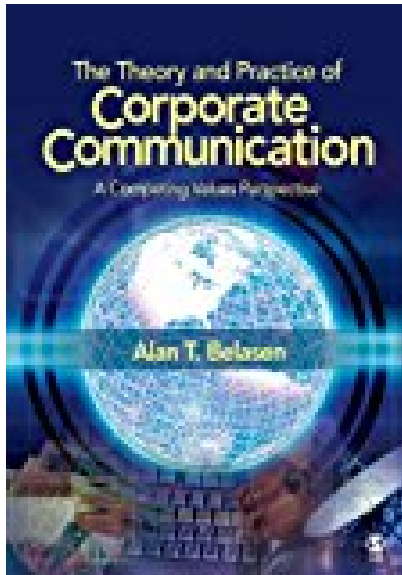


# The Theory and Practice of Corporate Communication A Competing Values Perspective

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## BOOK DETAILS

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## **BOOK SYNOPSIS**

Corporate communication is a dynamic interplay of complementary and often competing orientations: unity and variety, consistency, and creativity. This title offers a coherent, integrative approach by examining the topic and tasks from the framework of the Competing Values Perspective. This perspective allows for the exploration of corporate communication as a unified, highly interdependent function.

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