

Gower Handbook of Internal Communication

Edited by Marc Wright

Second Edition

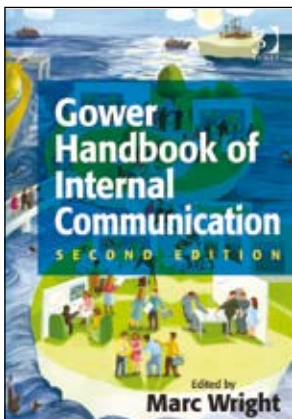
A comprehensive guide to managing communication within organizations, the Handbook recognises Internal Communication's continued growth as a management discipline. It is aimed at leaders who want insight into IC techniques for use in both day-to-day operational and change situations, for example, and 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. Step-by-step guides introduce the reader to creating IC strategies and to carrying out research and measurement.

Simon Wright, the contributor of Chapter 28 Moving Minds, is an award winning communicator who has specialised in marketing and communications in the UK and the Middle East for almost 20 years, with the past 10 years focused on internal communications.

Lee Smith contributed Chapter 25 The New CEO: a Case Study in Communicating. Lee is one of the UK's leading bloggers on internal communication. He holds an M.Sc. in Corporate Communication and Reputation Management and is a Fellow of the Chartered Institute of Public Relations.

In 2006, they co-founded the UK-based internal communication agency, Gatehouse (www.gatehousegroup.co.uk), which provides employee engagement and behavioural change advice and consultancy to organisations ranging from large corporates to the government sector and charities.



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Hardback

c. 496 pages

July 2009

978-0-566-08689-2

£99.00

£64.35

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