

**CORPORATE COMMUNICATION: TACTICAL GUIDELINES
FOR STRATEGIC PRACTICE**

Joanne Slinker

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WHO | WHO Strategic Communications Framework

The Corporate Communication Practices Study by CCI - Corporate for Global Practice, Corporate Communication: Tactical Guidelines for Strategic.

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Do I qualify? Second-guessing was an art form: When decisions were finally made, they had generally been vetted by so many parties that no one person could be held accountable. Corporate communication is more than just public relations or press release. In this practical guide, he shares the nine effective principles—counterintuitive tactics and strategies—you too can use to become more persuasive in both your professional and personal life. Seller Inventory
Market data explained: a practical guide to global capital markets information
thirteen chapters look at the key components of the new approach.