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Model for developing corporate communication strategy ABSTRACT The body of knowledge in the field of corporate communication indicates a strategic role for the corporate communication manager. However, there are but a few references to corporate communication 'strategy' in a strategic organisationa(context. Few

Model for developing corporate communication strategy

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corporate elites usually lose out and certain corporate elites usually benefit. After a brief discussion of the evidence and debates, these conclusions will be illustrated with a case study of the Granada take-over of Forte in 1995–96. The corporate PR industry has grown significantly during the last two decades.

Journalism - Goldsmiths Research Online

The following bibliography includes major books devoted explicitly to media ethics. They are arranged chronologically. After a productive 1920s and early 1930s, no book on journalism or broadcasting ethics appears again until 1963; this 30-year interruption reflects the influence of positivism on the journalism enterprise. More than half of all the

BOOKS IN MEDIA ETHICS - Silha Center

The news is thus geared to what is of interest to the affluent, not the average person. As Robert McChesney, the leading academic critic of corporate domination of the media, puts it, the media market is "predicated upon one dollar, one vote.

Corporate Control of the Media - SSCC

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