



The Power of Corporate Communication: Crafting the Voice and Image of Your Business

Paul A Argenti, Janis Forman

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Strategies for clear communication in today's muddled corporate environment

Corporate communication involves much more than just motivating employees and dispensing good PR. It represents a tool to be leveraged and a process to be mastered. *The Power of Corporate Communication* shows managers and executives how to communicate effectively with fellow employees from the mailroom to the boardroom, and even between organizations and across industries. Fully accessible and refreshingly nonacademic, it creates an easy-to-follow map of the world of corporate communication, with workplace-tested approaches for addressing common challenges. Written by two leaders in today's corporate communication field Paul Argenti is the author of 1994's groundbreaking *Corporate Communication*. *The Power of Corporate Communication* is replete with careful analyses and real-world examples and case studies from leading organizations including Sony, Coca-Cola, and GE.

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