



# **The IABC Handbook of Organizational Communication: A Guide to Internal Communication, Public Relations, Marketing, and Leadership (J-B International Association of Business Communicators)**

*Tamara Gillis*

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Praise for The IABC Handbook of Organizational Communication

"Looking to expand your professional abilities? Learn new skills? Or hone your area of expertise? This book delivers an amazing and practical study of our profession—and a guidebook for strategic communication best practices. The Handbook explores the many aspects of our profession with expert insights of the best of the best in communication."—John Deveney, ABC, APR, president, Deveney Communication

"Chalk up a win for Team IABC. Editor Tamara Gillis has assembled a winning lineup of the best communicators to compile this useful, readable Handbook. Not another how-to-do-it tactical manual, this volume draws from theory and global best practices to explain the strategic reasons behind modern communication. A must-read for anyone interested in understanding the communication profession and a useful desktop companion to the professional communicator's dictionary and style guide."—William Briggs, IABC Fellow and director, School of Journalism and Mass Communications, San Jose State University

"It is a real pleasure to read this latest version. It presents a sound, research-based foundation on communication—its importance to organizations, why the function must be strategic, and what it takes to get it right."—John G. Clemons, ABC, APR, corporate director of community relations, Raytheon

"All myths about organizational communicators being brainwashed, biased corporate journalists are out the window. This stellar compendium from dozens of authors, researchers, and editors of high professional stature is timely and forward-thinking. Communication students particularly will benefit from understanding the complex disciplines that intertwine and drive effective organizational communication."—Barbara W. Puffer, ABC, president, Puffer Public Relations Strategies, and associate professor and course chair, Communications Studies and Professional Writing, University of Maryland University College



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**From reader reviews:**

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The IABC Handbook of Organizational Communication: A Guide to Internal Communication, Public Relations, Marketing, and Leadership (J-B International Association of Business Communicators) can be one of your beginning books that are good idea. Many of us recommend that straight away because this publication has good vocabulary that could increase your knowledge in vocabulary, easy to understand, bit entertaining however delivering the information. The writer giving his/her effort to place every word into pleasure arrangement in writing The IABC Handbook of Organizational Communication: A Guide to Internal Communication, Public Relations, Marketing, and Leadership (J-B International Association of Business Communicators) but doesn't forget the main point, giving the reader the hottest and also based confirm resource details that maybe you can be among it. This great information can easily drawn you into completely new stage of crucial contemplating.

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