



# Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications

*Shel Holtz*

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Everything a company says sends a message to its employees. Organizations that communicate well with their employees boast higher profitability, better customer acquisition and retention, and enhanced reputation. Without a strategically managed employee communications strategy, results suffer.

Corporate Conversations is a comprehensive guide to crafting and delivering vital internal messages. The book covers a broad range of issues, including:

\* the four types of corporate and business communications (human resources, business-related, legal, and informal) \* how to communicate bad news \* managing employee-to-employee communication \* how to measure the impact of internal communications

With valuable strategies for aligning all business correspondence with the company message, Corporate Conversations shows professionals at all

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