

Strategic Communication For Sustainable Organizations Theory And Practice Csr Sustainability Ethics Governance

This textbook takes a refreshing approach to strategic corporate communication and provides students and practitioners with the tools needed to understand what make a successful communication strategy. It offers a new way of understanding the way successful communication strategies are constructed and delivered. Using a unique 'reverse engineering' approach, it takes apart the components of corporate communication, examines the mechanics, then rebuilds the strategy for use by communication students and practitioners across a wide range of corporate entities including not-for-profit organisations. This textbook will be recommended reading for advanced undergraduate and postgraduate students studying PR, corporate or strategic communications, either within a business school or media studies department. The book will also appeal to students studying related topics including international relations and media studies, especially those wishing to work in a communications role for a corporate or not-for-profit organisation after university.

Strategic Communication for Organizations elucidates the emerging research on strategic communication, particularly as it operates in a variety of organizational settings. This book, appropriate for both students and practitioners, emphasizes how theory and research from the field of communication studies can be used to support and advance organizations of all types across a variety of business sectors. Grounded in scholarship and organizational cases, this textbook focuses on message design provides introductory yet comprehensive coverage of how strategy and message design enable effective organizational and corporate communication explores how theory and research can be synthesized to inform modern communication-based campaigns Strategic Communication for Organizations will help readers discuss how to develop, implement, and evaluate messages that are consistent with an organization's needs, mission, and vision, effectively reaching and influencing internal and external audiences.

Living organisms, thanks to the unrelenting refinements of the evolutionary process, are exceptional models from which we can learn how to obtain radical increases in efficiency in use of organizational resources. Some of the solutions presented in this brief essay have already been tested and have already taken root in current organizations, but what the biometric approach suggests is a new and different perspective through which we can re-envision problems and opportunities, a complete new framework that promotes the type of integrated thinking we'll need more and more in the future. At this level, biomimicry is organizational engineering that becomes architecture, poetry, art.

This volume takes a distinctive look at the climate change debate, already widely studied across a number of disciplines, by exploring the myriad linguistic and discursive perspectives and approaches at play in the climate change debate as represented in a variety of genres. The book focuses on key linguistic themes, including linguistic polyphony, lexical choices, metaphors, narration, and framing, and uses examples from diverse forms of media, including scientific documents, policy reports, op-eds, and blogs, to shed light on how information and knowledge on climate change can be represented, disseminated, and interpreted and in turn, how they can inform further discussion and debate. Featuring contributions from a global team of researchers and drawing on a broad array of linguistic approaches, this collection offers an extensive overview of the role of language in the climate change debate for graduate students, researchers, and scholars in applied linguistics, environmental communication, discourse analysis, political science, climatology, and media studies.

Organizational Change

Creating Change Through Strategic Communication

Promoting Nonprofit Organizations

A Communication Approach

Moving Diversity from Demographics to Communication Processes

The Handbook of Organizational Rhetoric and Communication

This is a seminal book for anyone who wants to understand, shape or study the communication surrounding sustainability in their interactions with colleagues, employees, supply chain partners and external stakeholders. It develops essential insights on the basis of an extensive review of relevant theories and research drawn from multiple disciplines. Interview data gathered from organization members who are currently communicating about sustainability in their cities, universities, nongovernmental organizations, small businesses and large for-profit organizations provide valuable insights from a practitioner's perspective. The interviewees represent organizations such as the Portland Trailblazers, Tyson Foods, the City and County of Denver and the Natural Resources Defense Council. Theory, research and interview comments combine in a reader-friendly way to provide practical insights and stimulate future research.

Strategic Communication for Sustainable Organizations Theory and Practice Springer

The International Encyclopedia of Organizational Communication offers a comprehensive collection of entries contributed by international experts on the origin, evolution, and current state of knowledge of all facets of contemporary organizational communication. Represents the definitive international reference resource on a topic of increasing relevance, in a new series of sub-disciplinary international encyclopedias Examines organization communication across a range of contexts, including NGOs, global corporations, community cooperatives, profit and non-profit organizations, formal and informal collectives, virtual work, and more Features topics ranging from leader-follower communication, negotiation and bargaining and organizational culture to the appropriation of communication technologies, emergence of inter-organizational networks, and hidden forms of work and organization Offers an unprecedented level of authority and diverse perspectives, with contributions from leading international experts in their associated fields Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association. Online version available at Wiley Online Library Awarded 2017 Best Edited Book award by the Organizational Communication Division, National Communication Association

A guide to strategic communication that can be applied across a range of subfields at all three levels—grand strategic, strategic, and tactical communication Communication is a core function of every human organization so when you work with communication you are working with the very core of the organization. Written for students, academics, and professionals, Strategic Communication Theory and Practice: The Cocreational Model argues for a single unified field of strategic communication based in the three large core subfields of public relations, marketing communication, and health communication, as well as strategic communicators working in many other subfields such as political communication, issues management, crisis communication, risk communication, environmental and science communication, social movements, counter terrorism communication, public diplomacy, public safety and disaster management, and others. Strategic Communication Theory and Practice is built around a cocreational model that shifts the focus from organizational needs and the messages crafted to achieve them, to a public-centered view that asks the reader to create new meanings squarely in the center of strategic communication theory and practice. The author—a noted expert in the field—outlines the theories, campaign strategies, common issues, and cutting edge challenges facing strategic communication, including the role of social media, ethics, and intercultural strategic communication. As the author explains, the term "strategic communication" properly refers only to the planned campaigns that grow out of research and understanding what publics think and want. This vital resource answers the questions of whether, and how, strategic-level skills can be used across fields, as it: Explores the role of theory and the cocreational meta-theory in strategic communication Outlines ethical practices and problems in the field Includes information on basic campaign strategies Offers the most recent information on risk communication, preparedness and terrorism communication, and employment in strategic communication Redefines major concepts, such as publics, from a cocreational perspective

Strategic Innovative Marketing

The Handbook of Strategic Communication

Strategic Urban Health Communication

Biomimicry in Organizations

Creating and Managing Sustainable Organizations

Sustainability Communication

Strategic Urban Health Communication Charles C. Okigbo, editor People are bombarded with messages continuously and sorting through them constantly. In this milieu, critical ideas about health promotion and illness prevention are forced to compete with distracting, conflicting, even contradictory information. To get vital messages through, communication must be effective, targeted, artful—in a word, strategic. Strategic Urban Health Communication provides a road map for understanding strategy, enhancing strategic planning skills, and implementing strategic communication campaigns. Deftly written chapters link the art and science of strategic planning to world health goals such as reducing health inequities and eradicating diseases. Flexibility is at the heart of these cases, which span developed and developing countries, uses of traditional and digital media, and chronic and acute health challenges. And the contributors ground their dispatches in the larger context of health promotion, giving readers useful examples of thinking globally while working locally. Included in the coverage: Urbanization, population, and health myths; addressing common misconceptions. Integrating HIV/family planning programs: opportunities for strategic communication. The role of sports in strategic health promotion in low-income areas. The Internet as a sex education tool: a case study from Thailand. Advertising and childhood obesity in China. Health communication strategies for sustainable development in a globalized world. Balancing depth of understanding of audiences and methods of reaching them, Strategic Urban Health Communication is a forward-looking resource geared toward professionals and researchers in urban health, global health, and health communication.

element of relationships between entities, but, above all, it positively influences the building of an organization's intellectual capital. This capital can be defined in different ways, but its definition always references elements that determine the potential of sustainable organizations, often in human, social, relational, organizational, and innovation dimensions. Trust is increasingly becoming the key determinant of this capital (Kožuch, Lenart-Gansinic, 2017). Trust also has a number of different definitions. However, the basis of many of these definitions is the building of relationships focused on developing some kind of individual or inter-organizational link. Organizational trust is a complicated concept, and it is the basis of all organized activities performed by people in the organization, largely because trust is needed to develop relationships with integrity and commitment. Thus, it is interesting to study the relationship between trust and the building of the intellectual capital of sustainable organizations. Indeed, intellectual capital plays a special role here. It is a guide and a platform for achieving not only a competitive advantage for the sustainable organization, but also a source of value creation in the short and long term. Thus, this strategic hybrid, composed of a business model, strategy, and business processes, is favorable to the development of intellectual capital (Jabłoński 2017). Trust is an element that ties this capital to relationships in business. Moreover, it has an integrated character (R.C. Mayer, J. H. Davis, F. D. Schoorman 1995). Assuming that, nowadays, the network paradigm is becoming increasingly important, it is worth asking how the mechanism of building trust-based intellectual capital in a sustainable organization functions as its key asset in the network environment.

This groundbreaking work adopts an alternative metaphor-based approach to challenge, unpack, and redefine our understanding of persuasion and strategic communication and the extents to which they shape political discourse. The book's theoretical and methodological grounding in metaphor allows for an alternative perspective on strategic communication but also a robust discussion of both persuasion and other kinds of related discursive processes at work in political communication, including narrative, identification, and ideology. The volume integrates case studies from prominent political discourses, including those of George W. Bush, Jr., Tony Blair, and Barack Obama, to highlight the crucial role of persuasion management and sustainability in the public sphere and the ways in which it might inform political action and change in a positive way. Broadening our perception of the possibilities of persuasion and strategic communication, this dynamic volume is key reading for students and scholars in communication studies, political science, rhetoric, and cognitive linguistics.

Shows what steps must be taken by utilities, commercial enterprises and government agencies to meet the objective of sustainability. The book focuses on managing and educating people within an organization and clarifies proven methods for how staff should be deployed and trained.

It includes flow charts, checklists and questionnaires.

A GUIDE TO STRATEGIC PLANNING FOR MEDIA OUTREACH

Strategic public relations for the non-profit sector

Communicating Causes

Strategic Communication for Sustainable Organizations

The International Encyclopedia of Organizational Communication, 4 Volume Set

Strategies For Responsible Business

Modern and professional communication is required to realise the goal of sustainability in society. This book develops a theoretical and empirical framework, integrating interdisciplinary perspectives from communications theory, psychology, sociology, educational sciences, systems theory and constructivism. Its aim is to inform the establishment of sustainability communication. Complementing this theoretical framework, the book provides methods and concepts in a range of fields such as corporate practice, education and media. The book addresses the scientific community and students as well as communicators in all categories of sustainability communication.

Organizing inclusion brings communication experts together to examine issues of inclusion and exclusion, which have emerged as a major challenge as both society and the workforce become more diverse. Connecting communication theories to diversity and inclusion, and clarifying that inclusion is about the communication processes and not just the people, and communities, the book explores how communication as an organizing phenomenon underlies systemic and institutionalized biases and generates practices that privilege certain groups while excluding or marginalizing others. Bringing a global perspective that transcends particular problems faced by Western cultures, the contributors address issues across sub-disciplines of communication studies, ranging from social and environmental activism to questions of race, gender, sexual orientation, age and ability. With these various perspectives, the chapters go beyond demographic diversity by addressing interaction and structural processes that can be used to promote inclusion. Using these multiple theoretical frameworks, Organizing Inclusion is an intellectual resource for improving theoretical understanding and practical applications that come with ever more diverse people working, coordinating, and engaging one another. The book will be of great relevance to organizational stakeholders, human resource personnel and policy makers, as well as to scholars and students working in the fields of communication, management, and organization studies.

Communication in the public sphere as well as within organizational contexts has attracted the interest of researchers over the past century. Current forms of citizen engagement and community development, partly enabled through digital communication, have further enhanced the visibility and relevance of non-profit communication. These are performed by the civil society, which is 'the organized expression of the values and interests of society' (Castells, 2008) in the public sphere as 'the discursive processes in a complex network of persons, institutionalized associations and organizations,' whereas those 'of a more voluntary nature' are primarily about essential matters of common concern' (Jensen, 2002). Despite the relevance in the public sphere, non-profit communication was never properly defined within communication research. The aim of the present book is to offer an overview and report on Strategic Communication for Non-Profit-Organisations and the Challenges and Alternative Approaches. Considering the assumption that a key principle of strategic communication is the achievement of organisational goals, the majority of research developed in the field has used business environments to develop theories, models, empirical insights and case studies. Here, we take a step towards new approaches centred on the concept of non-profit in various dimensions and from various perspectives, showing the diversity and complexity around this subject and at the same time the need of further theoretical and empirical work that provides frameworks and also tools for further understanding of the phenomena.

The Textbook seeks for an innovative approach to Sustainability Communication as transdisciplinary area of research. Following the United Nations Sustainable Development Goals, which are intended to transform the world as it is known, we seek for a multidisciplinary discussion of the role communication plays in realizing these goals. With complementing theoretical approaches and concepts, the book offers various perspectives on communication practices and strategies on an individual, organizational, institutional, as well as public level that contribute, enable (or hinder) sustainable development. Presented case studies show methodological as well as innovative specific challenges in sustainability communication. Therefore, the book introduces and promotes innovative methods for this specific area of research.

Strategy and Sustainability

Challenges and Alternative Approaches

The Role of Language in the Climate Change Debate

Strategic Communication for Sustainable Organization

Implementation of CSR Strategies in Organizations

Strategic Communications for Nonprofit Organizations

Presents cocreational perspectives on current international practices and theories relevant to strategic communication The Handbook of Strategic Communication brings together work from leading scholars and practitioners in the field to explore the many practical, national and cultural differences in modern approaches to strategic communication. Designed to provide a coherent understanding of strategic communication across various subfields, this authoritative volume familiarizes practitioners, researchers, and advanced students with an inclusive range of international practices, current theories, and contemporary debates and issues in this dynamic, multidisciplinary field. This Handbook covers an expansive range of strategic communication models, theories, and applications, comprising two dozen in-depth chapters written by international scholars and practitioners. In-depth essays discuss the three core areas of strategic communication—public relations, marketing communication, and health communication—and their many subfields, such as political communication, issues management, crisis and risk communication, environmental and science communication, public diplomacy, disaster management, strategic communication for social movements and religious communities, and many others. This timely volume: Challenges common assumptions about the narrowness of strategic communication Highlights ongoing efforts to unify the understanding and practice of strategic communication across a range of subfields Discusses models and theories applied to diverse areas such as conflict resolution, research and evaluation, tobacco control, climate change, and counter terrorism strategic communication Examines current research and models of strategic communication, such as the application of the CAUSE Model to climate change communication Explores strategic communication approaches in various international contexts, including patient-oriented healthcare in Russia, road and tunnel safety in Norway, public sector communication in Turkey, and ethical conflict resolution in Guatemala The Handbook of Strategic Communication is an indispensable resource for practitioners, researchers, scholars, and students involved in any aspect of strategic communication across its many subfields.

Managing Corporate Social Responsibility offers a strategic, communication-centred approach to integrating CSR into organizations. Drawing from a variety of disciplines and written in a highly accessible style, the book guides readers in a focused progression providing the key points they need to successfully navigate the benefits and implications of managing CSR. Chapters are written in a practical, step-by-step manner, providing a proven methodology for researching, developing, implementing and evaluating CSR initiatives. Emphasizes stakeholder engagement as a foundation throughout the CSR Process Model Discusses ways to maximize the use of social media and traditional media throughout the process Offers international examples drawn from a variety of industries including: The Forest Stewardship Council, Starbucks Coffee, and IKEA. Draws upon theories grounded in various disciplines, including public relations, marketing, media, communication, and business

This book, based on authoritative sources and reports, links environmental communication to different fields of competence: environment, sustainability, journalism, mass media, architecture, design, art, green and circular economy, public administration, big event management and legal language. The manual offers a new, scientifically based perspective, and adopts a theoretical-practical approach, providing readers with qualified best practices, case studies and 22 exclusive interviews with professionals. A fluent style of writing leads the readers through specific details, enriching their knowledge without being boring. As such it is an excellent preparatory and interdisciplinary academic tool intended for university students, scholars, professionals, and anyone who would like to know more on the matter.

With the gradual resumption of economic activity, most businesses are facing a range of challenges associated with implementing measures to protect the health and safety of their employees. Some employers had to put certain business activities on hold and even start new ones in order to keep their organizations operating efficiently. The global COVID-19 pandemic plus digital transformation and the pressure of Industry 4.0 have challenged companies to manage their organizations in newfound ways. In the short term, they are facing enormous changes to their business plans; in the long term, they must adapt and continue to progress on their original goals. Reviving Businesses With New Organizational Change Management Strategies is a crucial reference book that analyzes the sensitivity of organizations to change management based on methodologies and tools to control impacts, to understand how employees will be impacted in their environment, and to learn how technology will help both the industry and professionals. This book also explores types of frameworks that are built for communication and business continuity, the importance of collaborative and interactive relationships for change management, and emotional factors and issues for change management. Covering topics including change management models, cybersecurity, Health 4.0, privacy and security, and information systems management, this text is essential for managers, executives, human resources managers, academicians, students, and researchers looking for successful business strategies that are leading to increased efficiency, performance, and growth.

The Sustainability Communication Reader

Business Management Inspired by Nature

Science Communication: An Introduction

Trust Management

Metaphor and Persuasion in Strategic Communication

Reputation Management Techniques in Public Relations

Let 's Talk Society – and the society we're talking about is in transition to a green and sustainable society, an inclusive society, and an innovative and reflective society. What is our role as communication professionals in all of this? How can we foster public debate? This book addresses these challenges and offers some answers.

Organizational Change integrates major empirical, theoretical and conceptual approaches to implementing communication in organizational settings. Laurie Lewis ties together the disparate literatures in management, education, organizational sociology, and communication to explore how the practices and processes of communication work in real-world cases of change implementation. Gives a bold and comprehensive overview of research and ideas on change and those who bring it about Fills in an important piece of the applied communication puzzle as it relates to organizations Illustrated with student friendly, real life case studies from organizations, including organizational mergers, governmental or nonprofit policy or procedural implementation, or technological innovation Winner of the 2011 Organizational Communication NCA Division Book of the Year

This book presents the latest on the theoretical approach of the contemporary issues evolved in strategic marketing and the integration of theory and practice. It seeks to make advancements in the discipline by promoting strategic research and innovative activities in marketing. The book highlights the use of data analytics, intelligence and knowledge-based systems in this area. In the era of knowledge-based economy, marketing has a lot to gain from collecting and analyzing data associated with customers, business processes, market economics or even data related to social activities. The contributed chapters are concerned with using modern qualitative and quantitative techniques based on information technology used to manage and analyze business data, to discover hidden knowledge and to introduce intelligence into marketing processes. This allows for a focus on innovative applications in all aspects of marketing, of computerized technologies related to data analytics, predictive analytics and modeling, business intelligence and knowledge engineering, in order to demonstrate new ways of uncovering hidden knowledge and supporting marketing decisions with evidence-based intelligent tools. Among the topics covered include innovative tourism marketing strategies, marketing communications in small and medium-sized enterprises (SMEs), the use of business modeling, as well as reflecting on the marketing trends and outlook for all transportation industry segments. The papers in this proceedings has been written by scientists, researchers, practitioners and students that demonstrate a special orientation in strategic marketing, all of whom aspire to be ahead of the curve based on the pillars of research. This proceedings makes a valuable contribution to the field, highlighting the exchange of insights on strategic issues in the science of innovation marketing.

Reputation is becoming an imperative business function that influences strategic decisions including the direction of a business plan and how an organization should be communicating with its stakeholders and publics. It is crucial for an organization to measure public relations outputs and outcomes as well as measuring established and developing relationships. Reputation Management Techniques in Public Relations is a critical scholarly resource that examines public relations strategies, such as employing media plans, determining communication channels, setting objectives, choosing the right promotional programs and message strategies, budgeting and assessing the overall effectiveness of a company 's public relations strategy. Featuring coverage on a broad range of topics, such as brand and customer communications, corporate social responsibility, and leadership, this book is geared towards practitioners, professionals, and scholars seeking current research on reputation management.

Strategic Communication Theory and Practice

Handbook of Research on Sustainable Development Goals, Climate Change, and Digitalization

Key Factor of the Sustainable Organizations Embedded in Network

A Journey into Eco-Communication

A Reputation Management Approach

Organizing Inclusion

How a nonprofit s strategic communications department defines its issues and policies determines whether the public views it as an effective organization. Strategic Communications for Nonprofit Organizations, Second Edition supports nonprofits in using their resources most effectively. The Second Edition includes a dedicated web site, equipping professionals with the worksheets, forms, surveys, and self-assessment tools needed to create a total communications plan. Plus, the book s step-by-step instructions demonstrate nonprofit communications strategies that work. Practical and clear, this in-the-trenches book provides nonprofit CEOs with expert insights to achieve their mission.

Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: Distinction, University of Lincoln, course: Masters of Business Administration, language: English, abstract: It is argued by several scholars that Corporate Social Responsibility (CSR) is considered by corporations as strategic for the business because of its contribution to financial performance (Barnett, 2007; Orllitzkyetal., 2003) or to market value (Mackey et al., 2007). Recent studies find it wiser for the firm to act strategically with regard to CSR activities and suggest using the same frame work that guides their core business choices in order to make CSR a source of competitive advantage for the firm (Maxfield, 2008). The stake holder model of strategic management, the inclusion of social demands as strategic issues, as well as suggestions of more general ways in which CSR Programmers can create strategic benefits for the Organization have been included in attempting to integrate the concepts of CSR and corporate strategy (Burke and Logsdon, 1996; Carroll et al., 1987; Galbraith, 2006). In this essay, the author will analyse and discuss the main issues which are needed to consider when managing strategic change in the context of CSR by using the example of different organizations. Moreover, the main issues will be explained and discussed within the context of strategic change and CSR. Furthermore, it will consider the effects of such strategic change on stakeholders, especially with regards to delivering ethical strategies that support long term sustainability. What would you do if you had 4 billion years to either improve or die?Chances are, you'd create the most finely-tuned machine in the known universe.Nature is a breathtaking project in survival and competition. The results have been spectacular. Nature has found a home in every corner of the globe – from the frigid ice sheets of Antarctica to the scalding waters around volcanic vents.That's testament to Nature's ability to succeed even in the face of enormous stresses. To do this, Nature has to be: Efficient Flexible Collaborative Creative Diverse These and other competitive traits of Nature have allowed it to thrive for billions of years – against enormous odds.Now, in Biomimicry for Organizations, you can examine for yourself the very qualities that Nature uses to resist the stresses of the surrounding environment and proliferate. You'll have access to insights based on the most competitive organizational model on the planet.Start your journey towards greater organizations today! Discover the qualities that Nature uses to resist the stresses of the surrounding environments and proliferate Get access to insights based on the most competitive organizational models on the planet Discover how you can make these solutions work for you and your organization Make your business, your team, your processes more efficient Re-envision problems and opportunities, overcome roadblocks to success and optimal functioning Obtain radical improvements in the organization of your resources All of this shown – in a plain and simple English – with New edition, with enhanced emphasis on key concepts and simple workshop suggestions to put biomimicry at work for you now.

In recent years, the world has been changing considerably. Within the many obstacles, barriers, and opportunities, three significant challenges should be considered for the future planning of our territories and cities: seeking to achieve Sustainable Development Goals (SDG), facing climate change, and performing a shift towards digitalization. Considering these three challenges, we can work toward a more sustainable future for the environment. The Handbook of Research on Sustainable Development Goals, Climate Change, and Digitalization elaborates on sustainability issues in the planning and development field regarding the environment. This text promotes understanding about the dynamics, challenges, and opportunities for the new decade regarding our common future planning. Covering topics such as circular economy, economic-ecological principles, and sustainable resilience, this book is essential for academicians, researchers, policymakers, environmentalists, scientists, technicians, decision makers, practitioners, and students.

Strategic Communication for Organizations

A Reflective Compendium

Strategic Corporate Communication

Reviving Businesses With New Organizational Change Management Strategies

Risk Communication and Community Resilience

It is acknowledged that the introduction of communication technology and computers of all kinds to the Kingdom of Saudi Arabia in recent decades has contributed significantly to bringing about a quantum leap in the employment of information to improve the lives of Saudis and to spur their development and well-being. It has also assisted in the transition of many sectors in the Kingdom from traditional patterns of knowledge to new patterns. The information society is a prerequisite for the establishment of the knowledge society, which we are striving to build in our country. The transition to a knowledge society has many requirements. Most notably, these requirements, with regard to the University, are: An educational system that provides a solid methodological mechanism for research and development across all public and private sectors A strategic plan for making a radical change in the structure and regulations of higher education Information and Communication Technology for Sustainable Development shows how ICT, as an enabler for all spheres of development, can help innovate business processes and operations, and provide faster integration of new technologies into business systems. Focused on sustainability, the book addresses strategic approaches to cope with a range of climatic, environmental, cyber-security threats and other global risks, and aims to promote prosperity and economic growth. Furthermore, it explores how the adoption of new technologies, and collective action based upon a strategic behavioral theory of new leadership, can be applied when responding to specific set of conditions that allow for the proposed strategies to cope with risks. Information technology and strategic planning complement each other to attain the sustainable development goals (SDGs). Risk management frameworks, business continuity systems, and strategic planning methodologies such as mechanism design theory, strategic adaptive cognition (SAC), and risk mechanism theory (RMT) are the fundamental components needed to have a universal approach embedded into the national development plans agenda. As technology no longer follows an orderly, linear path, but improves exponentially, developing a strategic approach to ICT implementation help world leaders in the difficult but inspiring task of making a sustainable world and consequently find solutions to achieve the SDGs and the desired growth pattern that must be sustained, inclusive and equitable. Features: Discusses for the first time the potential of ICT as a transformative power in finding solutions to climatic and economic issues. Illustrates comprehensive strategic planning for leaders to implement in both public and private organizations. Integrates standards and frameworks in the context of sustainable development along with the UN Sustainable Development Goals. Describes in detail how mechanism design, risk management, business continuity systems, a comprehensive strategic planning using SAC (Strategic Adaptive Cognition) and risk mechanism theory can be used to address environmental risks and attain sustainable development goals (SDGs). Explains eHealth as an adaptation strategy to address future changes in climate and impacts, and the links between mitigation and adaptation to ICTs.

Non-profit organizations (NPOs) across the world are facing criticism alongside operational. In order for NPOs to effectively support their causes, they require public trust. The editors of this book have persuaded PR experts from the UK and around the world, from a variety of PR specialisms operating across different organizational forms, to share their knowledge and experience. These contributions are scaffolded with authoritative academic and practical advice, as well as solutions. The book starts with foundations that underpin communications for causes. These include arguments that support the importance of non-profits in civil society; lessons in corporate governance; and a new approach to issues management. PR planning subjects tailored, or specific, to the sector include: strategic global communications planning, agile digital communications; branding internal communications and the securing of meaningful outcomes. Corporate partnerships are examined with a new 'Fit to Partner Test' and consideration of the mandated corporate social responsibility (CSR) in India, corporate values support for current and future commitments.

This is a new edition of Strategic Communications for Nonprofits, which was first published in 1999. It is an up-dated, nuts-and-bolts guide to helping nonprofits design and implement successful communications strategies. The book offers a unique combination of step-by-step guidance on effective media relations and assistance in constructing and developing an overall communications strategy aimed at creating social or policy change. It first explains the basic principles of an effective communications strategy that will define the target audiences you need to reach and tells how to develop the messages and messengers you use to reach them. The book then goes on to address specific issues like earning good media coverage, building partnerships to increase available resources, handling a crisis, and more. This second edition builds on the earlier work and includes new case studies, new trends in media and branding, ethnic media issues, and trends in technology.

Interdisciplinary Perspectives and Theoretical Foundation

The Cocreational Model

Sustainable Perspectives

4th IC-SIM, Mykonos, Greece 2015

Information and Communication Technology for Sustainable Development

Strategic Communication for Non-Profit Organisations

Risk communication is crucial to building community resilience and reducing risk from extreme events. This book examines the role of risk communication and timely dissemination of risk information to stakeholders. This book examines the policy and science of risk communication in the digital era. Themes include public awareness of risk and public participation in risk communication and resilience building. The first half of the book focuses on conceptual frameworks, components, and the role of citizens in risk communication. The second half examines the role of risk communication in resilience building and provides an overview of some of its challenges in the era of social media. This book looks at the effectiveness of risk communication in socially and culturally diverse communities in the developed and developing world. The interdisciplinary approach bridges academic research and applied policy action. Contributions from Latin America and Asia provide insight into global risk communication at a time when digital technologies have rapidly transformed conventional communication approaches. This book will be of critical interest to policy makers, academicians, and researchers, and will be a valuable reference source for university courses that focus on emergency management, risk communication, and resilience.

A one-stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well, there has been curiously little specific interest in the rhetoric of organizations. This book seeks to remedy that omission. It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state-of-the-art insights from disciplines that will and will continue to use rhetoric. Beginning with an introduction to the topic, The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro-contexts of rhetorics well as its use in organizational communication, public relations, marketing, management and organization theory. It then looks at intellectual and moral foundations without which rhetoric could not have occurred, discussing key concepts in rhetorical theory. The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved. A section is also devoted to discussing rhetorical areas or genres/namely contextual application of rhetoric and the challenges that arise, such as strategic issues for management and corporate social responsibility. The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric. It also examines what perspectives are lacking, and what the future might hold for the study of organizational rhetoric. Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations' rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious, traditional, nuanced, and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential, risks, paradoxes, and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization-centered fields such as organizational communication, public relations, marketing, management, and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students, graduate students, and scholars studying organizational communications, public relations, management, and rhetoric.

The book provides a concise, informative, comprehensive, and current overview of key issues in the field of science communication, the background of science communication, its theoretical bases, and its links to science communication practice. Especially the link between theory / research and practice is very well developed in the book and in the individual chapters. I think that is valuable for both readers new to the field of science communication, but also for those who identify with only one of these sides. It is indeed a comprehensive and concise overview, convincing in its aim to link theory, research, and practice and I will definitely use it for my lectures on science communication. JCOM - Journal of Science Communication) concise, coherent and easily readable textbook about the field of science communication, connecting the practice of science communication with theory. In this book, recent trends and shifts in the field resonate, such as the transition from telling about science to interacting with the public and the importance of science communication in health and environmental communication. The chapters have been written by experts in their disciplines, coming from philosophy of science and communication studies to health communication and science journalism. Cases from around the world illustrate science communication in practice. The book provides a broad, up-to-date and coherent introduction to science communication for both, students of science communication and related fields, as well as professionals.Related Link(s)

Presents cocreational perspectives on current international practices and theories relevant to strategic communication The Handbook of Strategic Communication brings together work from leading scholars and practitioners in the field to explore the many national and cultural differences in modern approaches to strategic communication. Designed to provide a coherent understanding of strategic communication across various subfields, this authoritative volume familiarizes practitioners, researchers, and advanced students with an inclusive range of international practices, current theories, and contemporary debates and issues in this dynamic multidisciplinary field. The Handbook covers an expansive range of strategic communication models, theories, and applications, comprising two dozen in-depth chapters written by 47 international scholars and practitioners. In-depth essays discuss the three core areas of strategic communication/public relations, marketing communication, and health communicationand their many subfields, such as political communication, issues management, crisis and risk communication, environmental and science communication, public diplomacy, disaster management, strategic communication for social movements and religious communities, and many others. This timely volume: Challenges common assumptions about the narrowness of strategic communication Highlights ongoing efforts to unify the understanding and practice of strategic communication across a range of subfields Discusses models and theories applied to diverse areas such as conflict resolution, research and evaluation, tobacco control, climate change, preparedness, and counter terrorism strategic communication Examines current

research and models of strategic communication, such as the application of the CAUSE Model to climate change communication Explores strategic communication approaches in various international contexts, including patient-oriented healthcare in Russia, road and tunnel safety in Norway, public sector communication in Turkey, and ethical conflict resolution in Guatemala The Handbook of Strategic Communication is an indispensable resource for practitioners, researchers, scholars, and students involved in any aspect of strategic communication across its many subfields.

How Strategic Communication Shapes Value and Innovation in Society

Drawing Inspiration from Nature to Find New Efficient, Effective and Sustainable Ways of Managing Business

Managing Corporate Social Responsibility

Seven Steps to Creating a Successful Plan

The Routledge Handbook of Strategic Communication

A Hardnosed and Clear-Eyed Approach to Environmental Sustainability For Business

Business and environmental sustainability are not natural bedfellows. Business is about making money; sustainability is about protecting the planet. Business is measured in months and quarters; sustainability often requires significant short term costs to secure a sometimes uncertain long-term benefit. To some activists, all executives are exploitative, selfish “1 percenters”. To some executives, all activists are irresponsible, unyielding extremists. And yet engaging with the issue isn’t optional – all businesses must have a strategy to deal with sustainability and, like any strategy, this involves making choices. Strategy and Sustainability encourages its readers to filter out the noise and make those choices in a hard-nosed and clear-eyed way. Rosenberg’s nuanced and fact-based point of view recognizes the complexity of the issues at hand and the strategic choices businesses must make. He blends the work of some of the leading academic thinkers in the field with practical examples from a variety of business sectors and geographies and offers a framework with which Senior Management might engage with the topic, not (just) to save the planet but to fulfil their short, medium, and long-term responsibilities to shareholders and other stakeholders.”/p>

The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate-level students a compilation of approaches to and studies of varying aspects of the field. The volume provides insights into ongoing discussions that build an emerging body of knowledge. Focusing on the metatheoretical, philosophical, and applied aspects of strategic communication, the parts of the volume cover: • Conceptual foundations, • Institutional and organizational dimensions, • Implementing strategic communication, and • Domains of practice An international set of authors contributes to this volume, illustrating the broad arena in which this work is taking place. A timely volume surveying the current state of scholarship, this Handbook is essential reading for scholars in strategic communication at all levels of experience.

Explores the role of collaboration in tourism to sustain livelihoods, create profitable partnerships, and protect cultures and the environment. Based on robust research, it critically examines how collaboration enables (or impedes) sustainable tourism development, and suggests a role for collaboration.

Promoting Nonprofit Organizations is a practical guide to developing and implementing a strategic public relations program to enhance a nonprofit’s reputation. The ways in which businesses – both for-profit and not-for-profit – communicate with customers has changed dramatically in recent years. Coupled with economic uncertainty, nonprofits have had to adopt a leaner operational mode, further underlining the need for organizations to take advantage of all the promotion strategies available to them. This book: Discusses why public relations and reputation management go hand-in-hand with marketing efforts Offers a step-by-step guide to develop a public relations strategy Considers the importance of nonprofit sustainable citizenship Provides tips for reputation enhancement using a range of tools, such as social media and board ambassadorship Guides the reader in developing a reputation approach to crisis communication management Highly practical in its approach, this book is a great guide for students in public relations and nonprofit management courses, as well as for professionals seeking to enhance the success of their nonprofit organization.

A Step-by-Step Guide to Working with the Media

Theory and Practice

Collaboration for Sustainable Tourism Development

Strategic Communications for Nonprofits

Communicating the Environment to Save the Planet