

Best Corporate Business Themes

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most research on corporate communication has concentrated on positivist approaches leading to a limited view this book reviews extant corporate communication theory from discourse and strategy as practice perspectives expanding the picture by more communicational aspects it

proposes an integrative framework of alternative corporate communication as a key contribution to corporate communication theory

with the acceptance of csr and sustainability as important business performance indicators it is timely now to assess the impact that leadership has on the development of these processes csr sustainability and leadership seeks to explore the integration of these three elements through an examination of concerns and trends in contemporary organisations the authors discuss empirical and theoretical studies which focus on processes and practices which inform the field organisations wish not only to participate in responsible behaviour but also actively lead within their local environments however businesses are failing in their execution of csr because of ineffective leadership business leaders are central to an organisation s purpose in the world and this book will inform a robust discussion about social issues which are pressing to scholars policymakers not for profit organisations and students

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software design patterns are known to play a vital role in enhancing the quality of software systems while reducing development time and cost however the use of these design patterns has also been known to introduce problems that can significantly reduce the stability robustness and reusability of software this book introduces a new process fo

ÿ the public rationality of christian faith is demonstrated in the way that christian convictions make contributions to the contents and substance of intellectual pluralistic public discourses on themes like economic justice and human rights the impact of christian faith for all walks of life from the most intimate individual life to the most social global and cosmic life are dealt with in this great work of public theology from the african soil prof nico koopman

the debate on sustainable production often ends in discussions on the feasibility of far reaching changes in relation to the competitiveness of companies industry itself and policy makers tend to back away from engaging in profound processes of industrial transformation examples of companies who have voluntarily moved beyond what is seen as reasonable and feasible can overcome this deadlock this book collects a fine sample of companies who have taken up their responsibility in this respect to quote the editors of this book they are cases that might provide other firms and policy makers with ideas for innovative environmental responses that are outside the slowly rising trend of improvement that we are currently observing in short the cases are of firms and ideas that are ahead of the curve the editors and many of the authors of this volume are members of the greening of industry network and have been debating with one another for years founded in 1991 the greening of industry network comprises over 1500 individuals representing academia business public interest labor and government from more than 50 countries participants work together to build policies and strategies toward creating a sustainable future through many vehicles coordinating research efforts publications planning and participating in workshops public forums and conferences to provide benefit to broader society the network stimulates public dialogue and brings together academic researchers from many disciplines with other stakeholders who traditionally do not work together in coalitions

reputation is the most complex asset of an organization despite the call for consistent management of corporate reputation comprehensive approaches to measure and steer a company s reputation are still in their infancy reputation management aims at creating a balance between stakeholder demands perceptions and corporate reality in order to foster behavior that helps a company achieve its business goals it needs to be based on thorough research and requires orchestrated execution through management processes across organizational units communication disciplines and countries this calls for a management system to establish a closed cycle of strategic planning implementation performance measurement and reporting the book gives answers to the following questions what is reputation and which conceptualizations do exist what are

the state of the art methods and tools to measure corporate reputation what are best practice examples and future trends in the field of corporate reputation management

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induced by globalization and shareholder value orientation there is in the chemical industry an increasing demand for value creation written by management consultancy mckinsey this handbook provides first hand experience on strategic and operational management in the chemical industry

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