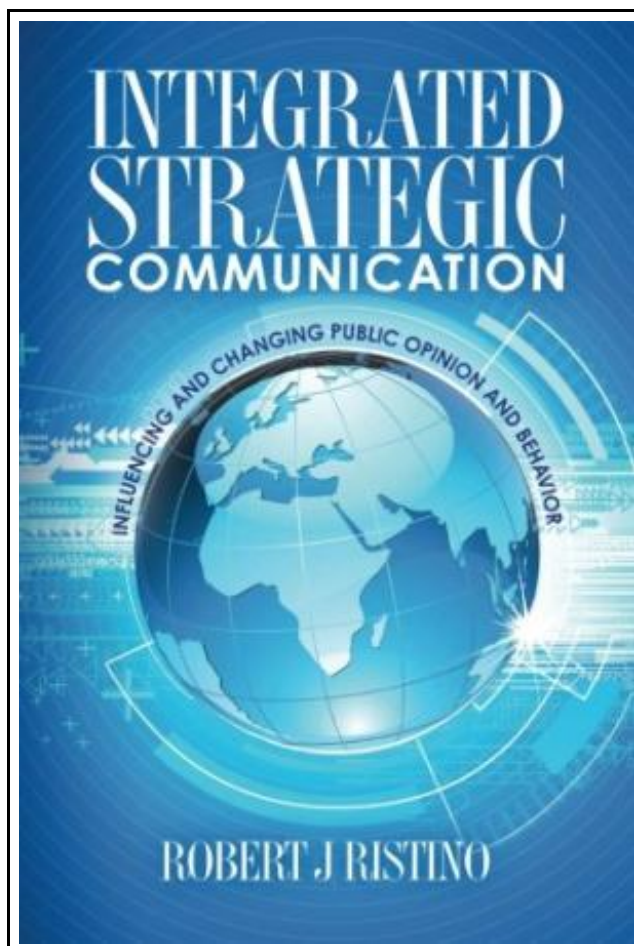


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INTEGRATED STRATEGIC COMMUNICATION: INFLUENCING AND CHANGING PUBLIC OPINION AND BEHAVIOR (PAPERBACK)



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Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Integrated Strategic Communication (ISC) is a primer on how to influence and win the support of key constituencies and, when required, change public policy vital to an organization s success. It presents a 10-step model for organizing and integrating communication strategies in support of strategic initiatives. This field-tested integrated strategic communication model is the result of the author s 40 years practicing and teaching public relations and marketing communications. It also draws on his vast experience in developing and implementing communication campaigns in support of major initiatives, such as mergers, acquisitions, divestitures and new product launches. The model is also strongly influenced by an array of communication theory and research that underpins the practice of organizational communications. Simply stated, the ISC model is based on the five fundamental principles of sending the right message, using the right medium, to the right audience, at the right time and at the right place. Simple to say but difficult to do. Two main themes flow through this book. The first is that organizations must be actively engaged in the public arena when managing issues and initiatives vital to their self-interest. The second theme emphasizes the strategic use of integrated communication to influence and win the support of key publics concerned with those issues and initiatives. The term integrated is key to this approach. It means that all organizational voices - public relations, marketing, human resources, public affairs, government relations - must be focused, collaborative and coordinated in communicating the organization s overall message strategies. Whether it s a campaign to elect a political candidate or to earn stakeholder support for a merger, the issue always comes down to how effectively you...

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