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Chapter 16

Corporate Communications: Communicating with External Stakeholders

PLEASE NOTE: This book is currently in draft form; material is not final.

16.1 Communication with an Organization's Environment

PLEASE NOTE: This book is currently in draft form; material is not final.

16.2 Types of External Stakeholders

PLEASE NOTE: This book is currently in draft form; material is not final.

16.3 Public Relations and Marketing

PLEASE NOTE: This book is currently in draft form; material is not final.

16.4 Sales

PLEASE NOTE: This book is currently in draft form; material is not final.

16.5 Customer Service

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