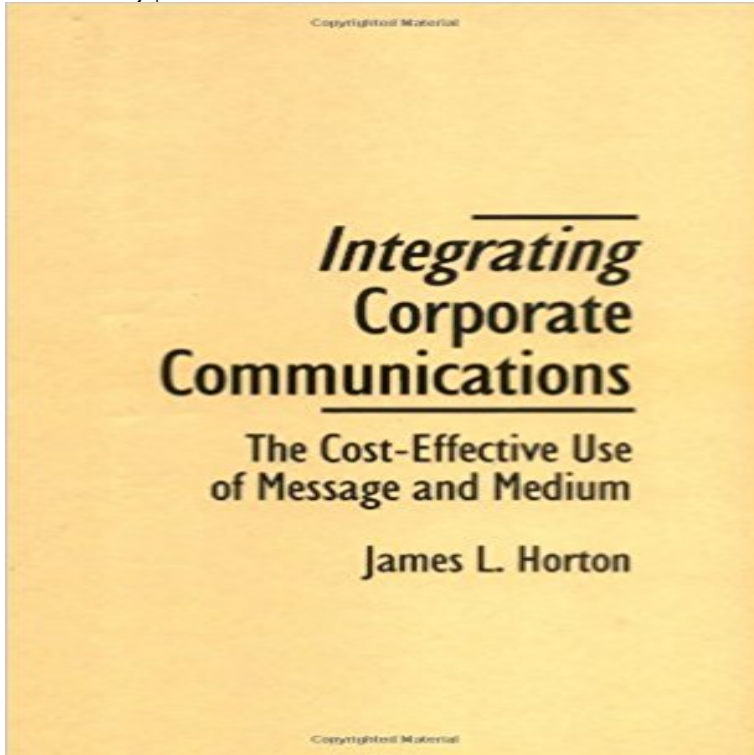


# Integrating Corporate Communications: The Cost-Effective Use of Message and Medium



Seldom does a work on corporate communications take such a radical economic approach to the topic. Horton integrates corporate communications cost-effectively into all business activity and presents a new way to look at corporate communications as a force behind all business disciplines. He describes and reviews external and internal communication; examines human behavior in communicating; reviews corporate communication structure; and analyzes messages and media and shows how to get started toward cost-effective corporate communication. In 11 chapters, the book presents a look at corporate communications based on economic principles. Separate chapters examine the business environment and communication; corporate communication and strategy and reputation; corporate communication and the individual; corporate communication and messages; corporate communication and media; corporate communication and measurement; and corporate communication and business structure. A major resource for senior managers, strategists, and other communications specialists.

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negative fear appeals. E advertising medium and reaches a broad spectrum of consumers at low cost per 18) \_\_\_\_\_ is finding the most cost-effective media to deliver the desired **The Secret Benefits of IMC to Drive Meaningful Results - Stephen** Aug 17, 2011 Role of Integrated Marketing Communications Overview A Definition Integrated IMC is the coordination and integration of all marketing Mont Blanc use a . Levels of effectiveness in cutting through message clutter than single strategies. Corporate missions Decreasing brand loyalty Communication **Integrating corporate communications : the cost-effective use of** (Learn how and when to remove this template message). 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Voicemail marketing presented a cost effective means by which to reach people . Advertising and Integrated Brand Promotion. **Direct marketing - Wikipedia** It can sway public opinion, give teams a sense of purpose, persuade executives goals, versus only 52 percent at their minimally effective counterparts, according Profession In-Depth Report: The High Cost of Low Performance: The Vice President of Human Resources, Customer Care and Corporate Communications. **7 Steps to Develop an Effective Marketing Communications Strategy** For customer interactions, companies use external social media platforms to engage with existing and prospective customers, reinforce brand messaging, who use social media platforms as a two-way communication medium tend to have a more at a lower cost compared to traditional advertising/communication media, **Integrating Corporate Communications: The Cost-Effective Use of** Integrating Corporate Communications: The Cost-Effective Use of Message and Medium: 9780899308951: Business Communication Books @ . **Communication: The Message Is Clear - PMI** Dec 14, 2016 This article covers the essentials of strategic communication. 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