

Corporate Communication A Marketing Viewpoint

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CORPORATE COMMUNICATION A marketing viewpoint

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Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication.

Corporate communication - Wikipedia

If you're a small company or startup, your marketing communications strategy will be vastly different from that of a large business. The P&Gs and IBMs of the world can be on multiple channels and communication platforms at once - online and offline advertising, public relations, social media etc.

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Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. It is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the general public.

Corporate brand and branding | Corporate Communication ...

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