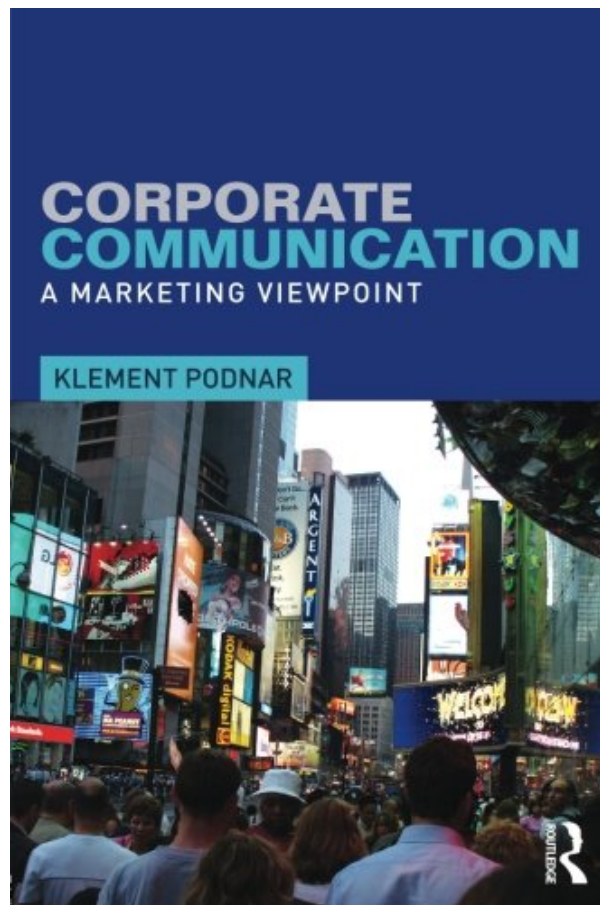


CORPORATE COMMUNICATION: A MARKETING VIEWPOINT BY KLEMENT PODNAR



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‘Companies are personae and as such they must build and defend their credibility. Podnar's Corporate Communication tells a scholarly story on who should do what, to whom, how (in what channel), with what purpose and with what effect, in the world of organizations to articulate and nurture their identities, images and reputations.’ - Dr. Dejan Veržič, Professor and Head of Centre for Marketing and Public Relations, Faculty of Social Sciences, University of Ljubljana, Slovenia

‘Klement Podnar is a corporate communication scholar and educationalist of the top rank and this book will be welcomed by scholars and practitioners alike. It is a book that many of us will be kept close at hand and will be frequently consulted.’ - Professor John M.T. Balmer, Professor of Corporate Marketing, Brunel University, London; quondam Professor of Corporate Brand/Identity Management, Bradford University School of Management, England

‘This is an extraordinary textbook that covers all relevant theories and insights of corporate communication. Starting with corporate identity, reputation, branding and storytelling as unique theories in corporate communication, this book shows that corporate communication has grown into an essential asset for all organizations.’ – Wim Elving, Professor in Corporate Communication, University of Amsterdam, The Netherlands

About the Author

Klement Podnar (PhD) is a professor at the Faculty of Social Sciences at the University of Ljubljana, where he teaches Corporate Communication, Basics of Visual Communication and Marketing. He serves on several editorial boards of international journals and is as an associate editor of the Journal of Promotion Management. His research has been published in a number of international journals including: Journal of Business Research, European Journal of Marketing, Corporate Communication: An International Journal, and Journal of Marketing Communications. Klement Podnar is the organizer of several international conferences and cofounder of the International CSR communication conference.

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In order to help reinforce key learning points, grasp the essential facts and digest and retain information, the text offers a comprehensive pedagogy, including: chapter summaries; a list of key words and concepts; case studies and questions at the end of each chapter. Principles are illustrated through a wealth of real life examples, drawn from a variety of big, small, global and local companies such as BMW Group, Hidria, Lego, Mercator, Krka, Barilla, Domino's Pizza, Gorenje, Si Mobil, BP, Harley-Davidson and Coca-Cola.

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