

Perencanaan komunikasi corporate

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Abstrak

In many ways this subject is not easy one, since the corporate communications function is relatively new, certainly to most European companies. The resources put behind corporate communications have not been as great as many have felt desirable, and the commitment of the company management has in many cases been, questionable. We are all still learning the best way of approaching this area, and then ten step that were outlined above should be taken as guiding steps rather than a definitive approach.