

This book aims at giving an insight on the factors affecting corporate communication in companies . These are cues offered by an organization both internally and externally through symbols, communication and behavior to the public and influence the way a company communicates with its stakeholders. Factors discussed include employee qualification, choice of communication media and company vision and how such factors should be improved to promote effective corporate communication. Managers who are keen at promoting corporate communication will find this book very useful.

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Business communication is the expression, channeling, receiving and interchanging of ideas in commerce-and industry.

The paper discusses the principal factors affecting internal communication, alliance project , Corporate Communications: An International Journal, Vol.

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