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Argenti's Corporate Communication was the first text to tackle this subject, and now in its fourth edition, it remains the most comprehensive book in this field. Corporate Communications describes the changes in the environment for business that have taken place over the last half-century, and their implications for corporate communication.

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About the author (2012) Paul A. Argenti is professor of corporate communication at the Tuck School of Business at Dartmouth College. He provides management and corporate communication consulting to...

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VoLuMe 11, Issue 2 2012 the Corporate Flyer 3 G-20 Leaders' summit—June 18-19, 2012 in Cabo san Lucas, Mexico the G-20 Leaders' summit will be held in Cabo san Lucas, Baja California sur, Mexico on June 18-19, 2012. the Group of twenty, or G-20, is an informal, international forum which

Paul A. Argenti

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Paul Argenti's most recent book (co-authored with Courtney Barnes) is entitled Digital Strategies for Powerful Corporate Communication, published by McGraw-Hill.

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Paul A. Argenti Professor of Corporate Communication Tuck School of Business at Dartmouth 100 Tuck Hall Hanover, NH 03755 ... "Paul A. Argenti, Tuck School of Business at Dartmouth FT Lexicon Professor of the Week," in the ... Singapore Feb 2012. Presented "Corporate Communications Strategy in the Age of Social Media," presented to Kansai

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Paul Argenti's recent research on social media extends his expertise in corporate communications, strategy formulation and execution, corporate reputation, and corporate social responsibility—issues on which he consults for corporations and nonprofit organizations.

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Editions of Corporate Communication by Paul A. Argenti

Argenti is Professor at Dartmouth's Tuck School of Business and one of the world's leading experts in corporate communication while Barnes, who previously was Editor of PR News, is a Vice President at Edelman where her responsibilities include social media and digital communications strategy development and content creation for clients as well as new business development.

Corporate Communication - McGraw-Hill Education

Spearheaded by PRSA, Paul Argenti, communications professor at Dartmouth's Tuck School of Business, a pioneer in this area, will lead a pilot program of four other graduate business schools in 2012-13 to develop a public relations curriculum for coursework consideration. The hope, the story says, is that the program will be incorporated into the curricula of these schools for the 2013-14 academic year.

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Corporate Communication, 6th Edition shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in ...

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