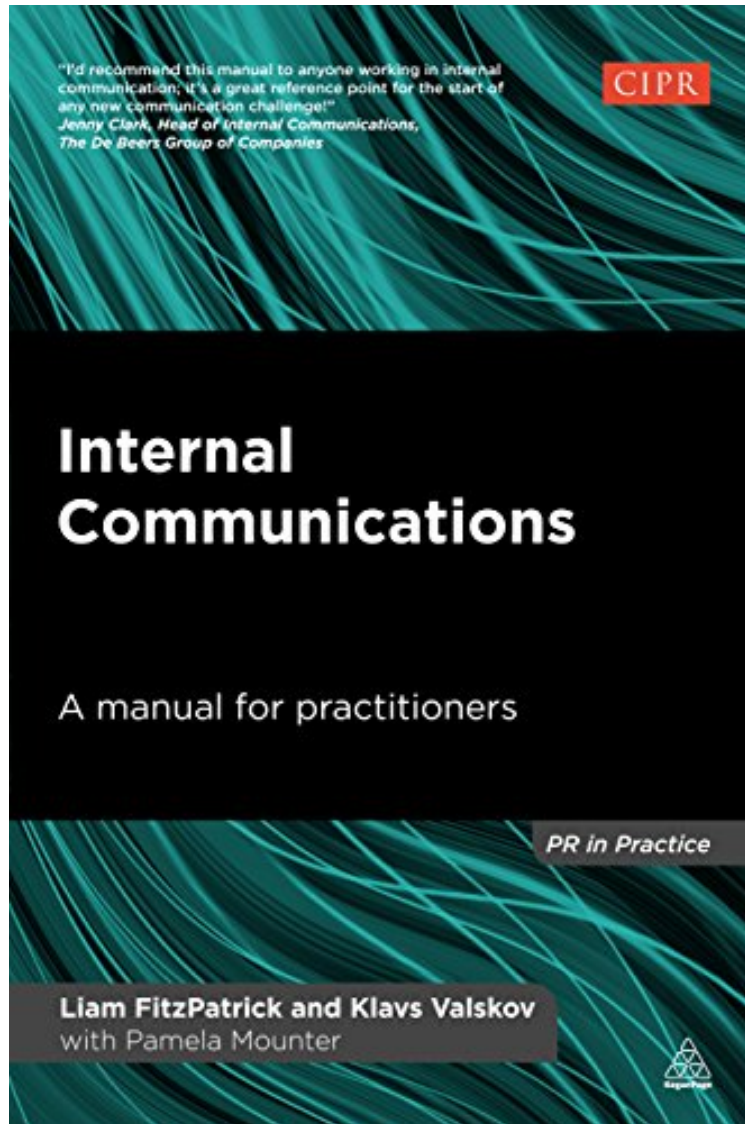


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Internal Communications: A Manual for Practitioners (PR In Practice)

Liam FitzPatrick, Klavs Valskov

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Liam FitzPatrick, Klavs Valskov : Internal Communications: A Manual for Practitioners (PR In Practice)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Internal Communications: A Manual for Practitioners (PR In Practice):

1 of 1 people found the following review helpful. Good buy! By CustomerDetailed, comprehensive and entertaining. 0 of 0 people found the following review helpful. [[ASIN: 0749469323 Internal Communications: By Customer[[ASIN:0749469323 Internal Communications: A Manual for Practitioners (PR in Practice)]] 3 of 4 people

found the following review helpful. Some good, some bad
By GHDgirl
This book is okay and the authors make some good points. Some parts are a bit preachy and there are some complete time wasting parts. For example - a whole chapter dedicated to whether internal communications should sit in HR or marketing. This is a strategic decision made well above the pay grade of any ordinary communications advisor. There is no reason to put this in the book. The book states that this is a topic frequently debated - in ten years of internal communications experience I have never once heard it debated. It's just not an issue!
This book is written by academics with limited exposure to real world corporate communications. However there are still some useful bits and it's still worth buying. Hopefully the second edition will include crisis communications too!

Get internal communications right in your organization and the benefits are clear: motivated staff, better financial performance, a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters. Internal Communications explores what good practice in internal communications looks like, providing a no-nonsense, step-by-step approach to devising an internal communications strategy. Written by experts with extensive experience as consultants and in-house leaders in the private, public and not-for-profit sectors, Internal Communications covers how to build an internal communications team and plan; devise messages and decide which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization. Supported by easy to follow models, example explanations of the core theory, and case studies, it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization.
About the PR in Practice series: Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series comprises accessible, practical introductions to day-to-day issues of public relations practice and management. The series' action-oriented approach keeps knowledge and skills up to date.

"I wish I'd had a guide like this when I started out in internal communication. Each chapter is easy to read and easy to understand. The templates and checklists are really helpful and the case studies really bring the guidance to life. I'd recommend this manual to anyone working in internal communication; it's a great reference point for the start of any new communication challenge!"