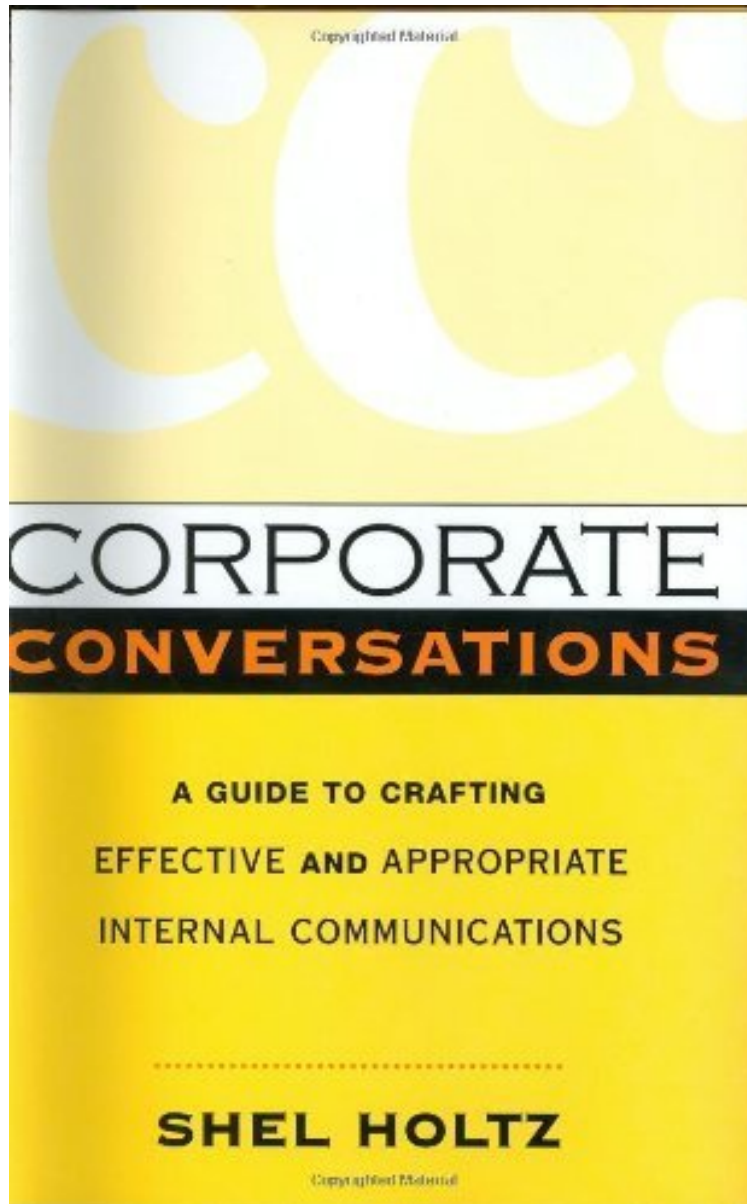


Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications

Shel Holtz

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Everything a company says sends a message to its employees. Organizations that communicate well with their employees boast higher profitability, better customer acquisition and retention, and enhanced reputation. Without a strategically managed employee communications strategy, results suffer. Corporate Conversations is a comprehensive guide to crafting and delivering vital internal messages. The book covers a broad range of issues, including: * the four types of corporate and business communications (human resources, business-related, legal, and informal) * how to communicate bad news * managing employee-to-employee communication * how to measure the impact of internal communications With valuable strategies for aligning all business correspondence with the company message, Corporate Conversations shows professionals at all

About the Author Shel Holtz is principal of Holtz Communication + Technology, a consultancy that helps organizations integrate the Internet into their strategic communication efforts. He is the author of Public Relations on the Net (0-8144-7152-8).