



# Raising the Corporate Umbrella: Corporate Communications in the Twenty-First Century

*P. Kitchen, D. Schultz*

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Corporate communications are now hugely important in the success of companies and organisations. Using cases and examples from companies such as The Body Shop, Texaco, Johnson & Johnson, BP Oil & British Airways the authors introduce the framework necessary to analyse corporate communications strategies and provide clear practical guidelines for successful implementation. A must for anyone involved in corporate communications, public relations or public affairs, especially those working in multi-national or global organisations.

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