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KEY=SWOT - CAMERON LEON

OUT-THINKING ORGANIZATIONAL COMMUNICATIONS

THE IMPACT OF DIGITAL TRANSFORMATION

Springer This book demonstrates the challenges for Corporate Communications in the era of the Industrial Internet and the Internet of things, and how companies can adapt their communication strategies to meet them. The Industrial Internet and the Internet of Things herald a transformation in our economy, industry and society. As such, it is high time that companies adjust both their communication strategies and the structure of their communications to reflect these changes. In this book, experts from the corporate world, academia, professional associations, government organizations and NGOs discuss various challenges - from Corporate and Leadership Communication and Employer Branding to Change/Personnel Management and changes in the supply chain - that can be confronted in everyday working environment. Revealing contributions from an interdisciplinary mix of perspectives help offer a more detailed picture of what future programs and standards might look like. The book also features best practice cases that offer practical insights into addressing the Corporate Communications challenges that are to come.

WALLY OLINS. ON B®AND.

Thames & Hudson Branding has now moved far beyond its commercial origins, and consumer response has entered uncharted territory. Wally Olins describes the ground rules for branding success in the 21st century, explaining why understanding the links between business, brand and consumer is vital for commercial success. This is an essential book for everyone in advertising, marketing and business who needs to know why the most successful brands in the world triumph by making insiders believe in them and consumers buy into them.