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Assessing and Mitigating Business Risks in India

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Book Condition: New. Publisher/Verlag: McGraw-Hill Professional | Eight in 10 people say a company's commitment to a social issue is important in deciding where to work. Communicating Business Responsibility offers an exhaustive toolbox of the most effective instruments for communicating social and environmental business performance. Chapter cases provide rich practice coverage and connect concepts and solutions for day-to-day business realities. The contents present an integrated marketing communication perspective, which allows the reader to organize communication tools into a coherent management framework for marketing, communication, public relations and sustainable business practitioners alike. Only the combination of cause-related and social marketing, strategic stakeholder assessment and internal and external communication, informal and formal sustainability can provide the appropriate marketing and communication mix necessary to communicate about grasping market opportunities, attracting and motivating employees, and boosting company reputation. | Format: Paperback | Language/Sprache: english | 190 gr | 230x151x10 mm | 140 pp.



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