



Communication Planning: An Integrated Approach (SAGE Series in Public Relations)

Sherry Devereaux Ferguson

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The nature of the communicator's job has changed dramatically over the last decade. While communicators still prepare speeches, press releases and articles for corporate magazines, they are now being asked to perform managerial duties such as planning, consulting stakeholders and advising CEO's and vice presidents.

Communication Planning focuses on these additional responsibilities and examines the role of integrated planning in modern organizations. Sherry Ferguson's comprehensive study includes the theoretical foundations of communication planning and strategic approaches to planning for issues management.

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