



# Effective Internal Communication: Volume 2 (PR in Practice)

*Lyn Smith, Pamela Mounter*

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Internal communication has previously been overlooked in standard approaches to public relations, both in theory and in practice. The second edition of Effective Internal Communication explores the ways in which attitude is fast changing as more and more organizations recognize that good communication with their workforce is vital for continued success and profitability.

In a practical and jargon-free style, Effective Internal Communication looks at how internal communication is conducted across the different sectors and in organizations of differing sizes and complexity. Crammed with practical examples and useful advice, the book contains numerous topical case studies that serve to bring theory and often complex issues to life.

This completely up-to-date second edition looks at a wide range of issues related to internal communication, including managing internal communication, internal communication across the sectors, the legal framework, the measurement of results, the effects of technology and managing change.

The new edition also contains new chapters on communicating in a crisis, leadership by mid-level managers, and the future of internal communication.

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