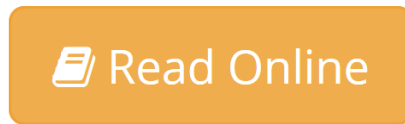


# Corporate Communication: Critical Business Asset for Strategic Global Change

By Michael Goodman, Peter B. Hirsch



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The communication role in organizations has changed, just as the nature of organizations has changed in response to the explosion of new communication technologies as well as global networks within organizations. Communication is more complex, strategic, and vital to the health of the organization than it used to be, and it will become increasingly important in the information-driven economy. This book builds upon the authors' 2010 book, *Corporate Communication: Strategic Adaptation for Global Practice*, which focused on the role of the communicator. This volume examines, analyzes, and illustrates the practice of corporate communication as a critical business asset in a time of global change. It looks at the major communication needs in the lifecycle of organizations: M&A (mergers and acquisitions), structural change, culture change, innovation, new leadership, downsizing, global expansion, competition, ethical decision-making, political action, and employee engagement. These are all significant value-creating, and potentially value-destroying, events in which corporate communication, if used correctly, functions as a critical and strategic business asset.

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### Editorial Review

#### Review

«Increasingly, leaders look to communicators to help them understand the company's culture and articulate its values in a complex, interconnected, and uncertain world. This terrific book will help communications professionals answer this challenge and shape the future of their enterprise.» (Gary Sheffer, Vice President, GE, Corporate Communications and Public Affairs)

«Goodman and Hirsch have created a comprehensive and extremely valuable resource for corporate communications executives and those who aspire to be one. The chapter on ethical decision-making alone makes this book a 'must-read.' And every CEO needs to read what Goodman and Hirsch write about corporate social responsibility and rebuilding trust with the public.» (Chris Atkins, Managing Director, U.S. PR & Internal Communications, PwC)

«Corporate Communication is a road map for any CCO or CMO trying to navigate the new corporate reality where both media and technological expertise are essential in building trust for your company on a global basis. Goodman and Hirsch have correctly identified the dramatic changes occurring for corporations and the important role communication must play in our information-driven economy.» (Bob DeFillippo, Chief Communications Officer, Prudential Financial, Inc.)

«Goodman and Hirsch display a deep understanding of the role of communications in today's business environment. They take every component of the role and describe how it adds value to doing business in the twenty-first century.» (Ralph Piscitelli, Director, Office of Communications, The Conference Board)

«The unique value of this book is its theme that communication is central to the lifecycle of organizations. Until now, the focus was on communication as a skill, a competency, or a tool that business professionals needed for success in their careers. Goodman and Hirsch raise the stakes by showing that communication's significance goes beyond individual success, becoming essential to corporate success. We now clearly understand that communication has value as a strategic business asset. Business professionals and business communication instructors should read this book. The strategies proposed are essential reading for every business practitioner because they are grounded in an ethical perspective and a global perspective.» (Geraldine E. Hynes, PhD, Sam Houston State University)

«This insightful book captures in sharp detail the economic, technological, and other forces reshaping global business. The changes are deep and unprecedented. Nevertheless, organizations can perform effectively, efficiently, and ethically, as the authors clearly demonstrate, when fully committed to corporate communication as a strategic business asset.» (Roger W. Hutt, PhD, Arizona State University)

#### About the Author

Michael B. Goodman, PhD, is Professor and Director of the MA in Corporate Communication at Baruch College, The City University of New York. He is the founder and director of CCI (Corporate Communication International) He is on the Editorial Advisory Board and Associate Editor for *North America of Corporate Communication: An International Journal*.

Peter B. Hirsch is EVP and Director of Reputation Risk at Ogilvy Public Relations. He has more than 25 years' experience in counseling global corporations and governments in corporate image, financial communications, and crisis management. He has taught crisis communications as an associate professor at Columbia University, Fordham University, and NYU.

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