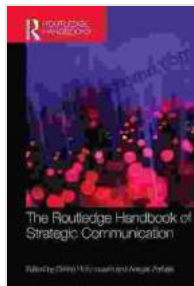


The Routledge Handbook of Strategic Communication



The Routledge Handbook of Strategic Communication (Routledge Handbooks in Communication Studies)

★★★★★ 5 out of 5

Language	: English
File size	: 5240 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 596 pages



Edited by Robert Heath and Caroline Carruthers

The Routledge Handbook of Strategic Communication is a comprehensive and authoritative guide to the field of strategic communication. Edited by two leading scholars in the field, the handbook brings together contributions from an international team of experts to provide a cutting-edge overview of the latest theories, research, and best practices in strategic communication.

The handbook is divided into four parts:

1. Part 1: Foundations of Strategic Communication

This part provides a theoretical and historical overview of the field of strategic communication. It explores the key concepts and theories that

underpin the practice of strategic communication, and traces the development of the field over time.

2. Part 2: Strategic Communication in Practice

This part examines the practical applications of strategic communication in a variety of contexts. It covers a wide range of topics, including public relations, marketing communications, corporate communication, organizational communication, and crisis communication.

3. Part 3: Strategic Communication in the Digital Age

This part explores the impact of digital technologies on strategic communication. It examines the use of social media, mobile devices, and other digital platforms for strategic communication purposes.

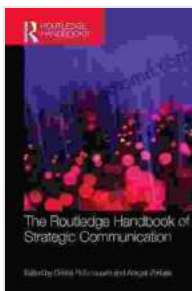
4. Part 4: The Future of Strategic Communication

This part looks ahead to the future of strategic communication. It identifies emerging trends and challenges, and discusses the implications of these for the practice of strategic communication in the years to come.

The Routledge Handbook of Strategic Communication is an essential resource for students, scholars, and practitioners in the field of strategic communication. It provides a comprehensive and up-to-date overview of the latest theories, research, and best practices in strategic communication, and is an indispensable guide to the future of the field.

Key Features

- Provides a comprehensive and authoritative overview of the field of strategic communication
- Edited by two leading scholars in the field
- Features contributions from an international team of experts
- Covers the latest theories, research, and best practices in strategic communication
- Explo



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