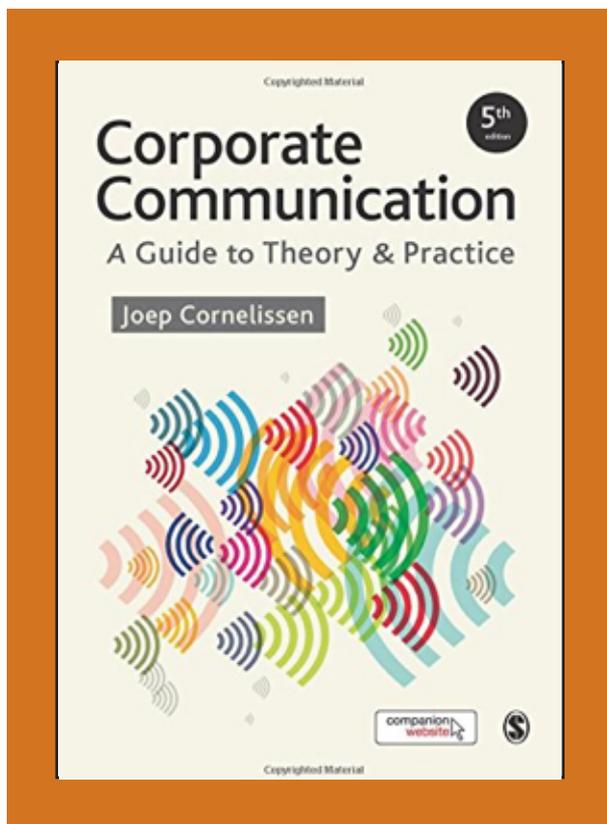


### Corporate Communication. A guide to Theory & Practice *Comunicación Corporativa. Una Guía Teórica & Práctica Theory & Practice*

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recepción: 04-10-2018, aceptación: 19-10-2018, publicación: 15-01-2019



**Resumen:** Este libro está escrito por el profesor Joep Cornelissen en Corporate Communication en VU University Amsterdam, Leeds University Business School y como profesor visitante en IE Business School en Madrid y la University of Southern Denmark. A lo largo de este libro, el autor hace un repaso de la Comunicación Corporativa desde el aspecto teórico y práctico, enfocándolo en forma de guía que puede ayudar tanto a estudiantes de Comunicación que quieran dedicarse a esta área, como a profesionales que quieran refrescar conocimientos o incluso tener nuevas ideas a través de los ejemplos prácticos que expone a lo largo del libro. Este libro está dividido en 5 partes que abarcan temas de la Comunicación Corporativa.

**Palabras clave:** comunicación corporativa; relaciones con los medios; crisis de comunicación; gestión de conflictos; comunicación interna

**Abstract:** The book that is to be present has been written by the professor Joep Cornelissen in Corporate Communication at the VU University in Amsterdam and Leeds University Business School, as well as Visiting professor at the IE Business School in Madrid and the University of Southern Denmark. Among the book, the author summarises what his studies have through in Corporate Communication, both theoretic and practices aspects, focusing in students of Communication that wants to develop their careers in this area or professionals that look for a knowledge refresh or in those that are looking for some inspiration in the practice examples provided in this book for their future projects. The study is divided in 5 different parts about Corporate Communication.

**Keyword:** corporate communication; media relations; crisis communication; issues management; employee communication

Cornelissen, J., (2017), *Corporate Communication. A guide to Theory & Practice*. London: SAGE. Páginas 336

**RESEÑA** pp. 63-65

como citar este artículo/referencia normalizada

garcía carballo, Carlos (2019) "Corporate Communication. A guide to Theory & Practice". *Questiones Publicitarias*, 22, pp. 63-65

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In the first part, the introduction, the author gives a definition to the Corporate Communication and a review of the Corporate Communication in the contemporary organizations. In this part, the author explores the historical development of communication describing why corporate communication emerged and demonstrates the importance of corporate communication to contemporary organisations.

The second part holds a conceptual foundations, where he aims the reader to get familiar with the specific terminology inside this area, so after read it the reader will be able to understand the importance of stakeholder for contemporary organisations.

On the third part three hypothetical scenarios in Corporate Communication are developed: how overall communication strategies and developed, how specific communication programs and campaigns are planned and executed, and how professionals can monitor and research the effects of their programs and campaigns.

Along the fourth part the author presents what, according to his point of view, are the four of the most important areas in corporate communication: media relations, employee communication, issues management and crisis communication.

The last chapter consists on an exploration of the emerging areas of practice within Corporate Social Responsibility (CSR) programs and community relations, and social media emerging digital communication platforms.

It should be highlight the importance of the development proposed by the author across the different chapters, started with an overview, where the reader will find a very brief synopsis, followed by an introduction that allows the reader to make an idea about the concept that are to be address in the following pages. Some explanatory examples are provided in the theoretical part due to help the reader to assimilate what has been treat that far. After that, the author shows a hypothetical scenario that contains an international case study, accompanied by questions designed for reflective learning and the reinforcement of key concepts. As conclusion of the chapter, a summary chapter is exposed, where a review of the main concepts and issues clarify the reader what has been covered and the reason why it has been studied, as well as some discussion questions (to encourage what the reader has learnt), key terms (they are listed there and in the glossary at the back of the book) and further reading (relevant articles and book chapters will enhance the understanding of the chapter).

This book is an updated study that contains many interesting topic that become it a must for students and professionals. Its characteristic structure helps the reader to go over the principal ideas about Corporate Communication in a gradual way, meanwhile the hypothetical scenarios make easier and more efficient the acquirement of the knowledge in the area. Likewise, the author's style encourages the reader to keep reading since it has been written in an entertaining and didactic way.

It is remarkable the importance of the last chapter of the book, 'Social Media and Corporate Communication'. In this, the author gathers the situation of corporate communication in the era of the web 2.0., emphasizing the aspects to be taken into account by those responsible within the organizations. These aspects must be attended since the command-and-control model with messages being issued from the top of the organization are no longer working as it used to it. Moreover, he makes a classification of Social Media so that the reader knows well how they work and how they can affect Corporate Communication and also, listing the challenges and opportunities given by the Social Media to all those professionals of the Corporate Communication.

In conclusion, this is a book that provides a very complete vision of the Corporate Communication world, which helps to acquire the knowledge necessary for dedicating and working in the field of communication; and that every professional, academic or student should consider its reading as compulsory in order to get familiar with this area of communication that sometimes can be considered not interesting for the ignorance of its beauty. Just because of that, the author has captured the way to get the reader to be interested and passionate on the topic, expanding their knowledge within research and related books, whether those suggested in the bibliography or an exhaustive search of literature related to any aspects of Corporate Communication.