

Les *topos*

La communication interne des entreprises

Nicole D'ALMEIDA
Thierry LIBAERT

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La Communication Interne Des Entreprises E Eacutedition Marketing Licence T

Valérie Lépine



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La communication interne des entreprises - 7e édition Nicole d'Almeida,Thierry Libaert,2014-09-03 Cet ouvrage analyse les enjeux actuels de la communication interne des entreprises Il d finit les objectifs les outils et la strat gie de communication des entreprises en examinant les conditions de leur r ussite Il comprend les derniers d veloppements li s aux nouveaux enjeux de la communication interne et la place centrale des intranets Il pr sente galement les nouveaux modes collaboratifs tels que les r seaux sociaux internes la fois pratique et th orique cette 7e dition permet de comprendre gr ce de nombreux exemples concrets et actualis s les contraintes les contours et la finalit des diff rentes actions de communication interne

La communication interne - 4e éd. Jean-Marc Decaudin,Jacques Igalens,Stéphane Waller,2017-05-03 La communication interne est une dimension essentielle de la strat gie des organisations Dans ce livre les auteurs en abordent la fois le contenu y compris la responsabilit sociale de l entreprise et les techniques les plus couramment utilis es dont les r seaux sociaux d entreprise en pleine expansion Cette 4e dition largement enrichie analyse les fondements de la communication interne les enjeux manag riaux associ s les strat gies et les techniques les outils d valuation Cet ouvrage s adresse aux professionnels de la communication des ressources humaines de la strat gie aux managers ainsi qu aux tudians des universit s et coles de commerce concern s par les questions de communication interne

Acteurs de la communication des entreprises et des organisations Valérie Lépine,2014-09-15T00:00:00+02:00 La pr dominance des logiques marketing dans les pratiques communicationnelles des organisations pose aujourd hui question Le souhait de voir voluer et s autonomiser les pratiques des professionnels en s inspirant d un renouvellement th orique et m thodologique a d j t formul dans les ann es 1990 Depuis les pratiques ont elles chang Quel tat des lieux peut on dresser En partant la rencontre de professionnels de la communication ce livre apporte de nouveaux l ments de r ponse Certains confirment des tendances mergentes d s la fin des ann es 1980 d autres infirment au contraire des id es re ues qui ne r sistent pas au travail r flexif men sur le terrain L ouvrage s adresse aux professionnels de la communication chez l annonceur et en agence consultants enseignants chercheurs en sciences de l information et de la communication et tudians des formations universitaires technologiques et professionnelles en information communication tudians en IUT BTS et coles de communication Ont galement contribu cet ouvrage Christine Barats universit Paris Descartes Guillaume Blanc universit Grenoble Alpes Patrice de la Broise universit de Lille 3 Vincent Brulois universit Paris 13 Bertrand Cabedoche universit Grenoble Alpes Jean Marie Charpentier AFCI Alexandre Coutant universit de Franche Comt Olivier Galibert universit de Bourgogne Laurent Morillon universit Paul Sabatier Toulouse Lise Renaud universit d Avignon et des Pays du Vaucluse

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