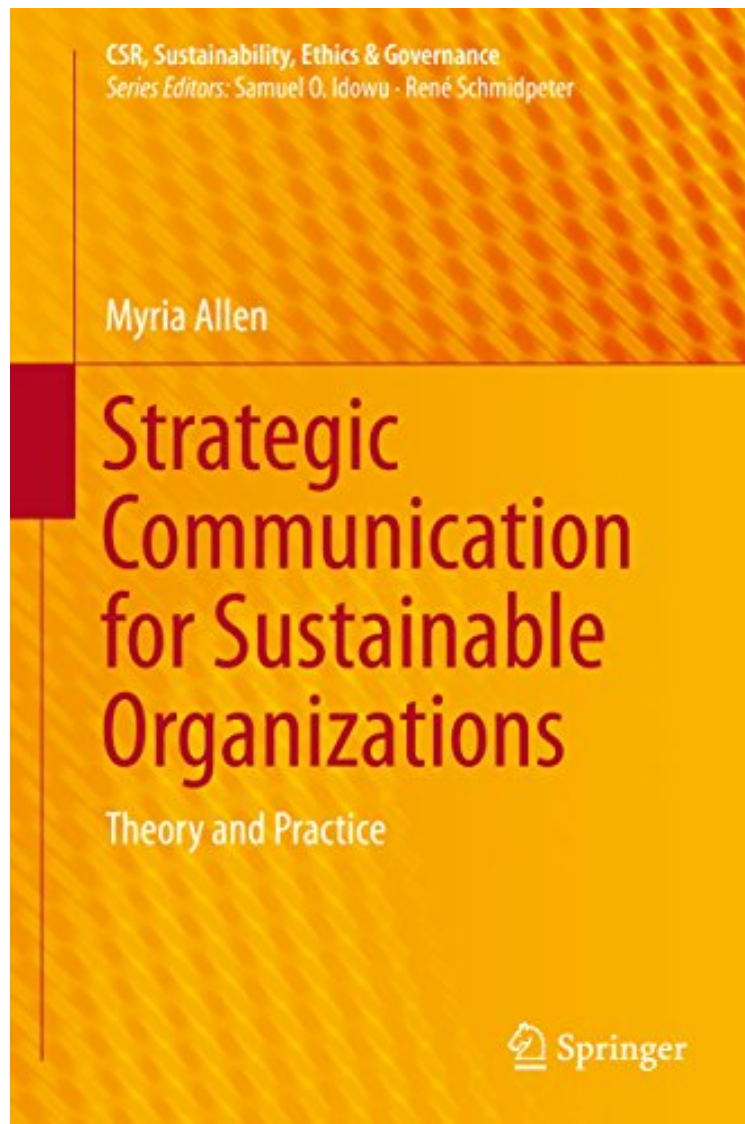


(Download free ebook) Strategic Communication for Sustainable Organizations: Theory and Practice (CSR, Sustainability, Ethics Governance)

Strategic Communication for Sustainable Organizations: Theory and Practice (CSR, Sustainability, Ethics Governance)

Myria Allen

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Myria Allen : Strategic Communication for Sustainable Organizations: Theory and Practice (CSR, Sustainability, Ethics Governance) before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategic Communication for Sustainable Organizations: Theory and Practice (CSR, Sustainability, Ethics Governance):

This is a seminal book for anyone who wants to understand, shape or study the communication surrounding sustainability in their interactions with colleagues, employees, supply chain partners and external stakeholders. It develops essential insights on the basis of an extensive review of relevant theories and research drawn from multiple disciplines. Interview data gathered from organization members who are currently communicating about sustainability in their cities, universities, nongovernmental organizations, small businesses and large for-profit organizations provide valuable insights from a practitioners' perspective. The interviewees represent organizations such as the Portland Trailblazers, Tyson Foods, the City and County of Denver and the Natural Resources Defense Council. Theory, research and interview comments combine in a reader-friendly way to provide practical insights and stimulate future research.

Myria Allen, professor of communication, received the Christine L. Oravec Research Award in Environmental Communication (book category) at the November 2015 National Communication Association conference, one of the two largest annual conferences of communication scholars from across the globe, for her new book *Strategic Communication for Sustainable Organizations: Theory and Practice* (Springer, 2016).