



Reputacyjna Firma: Jak Cyfryzacja Komunikacji Rewolucjonizuje Zarządzanie Reputacją

Indeks: **704842** Producent: **Springer** Kod producenta: **9783319372648**

Cena: **274.48 zł**

Opis

The Reputable Firm: How Digitalization of Communication Is Revolutionizing Reputation Management

Producent: Springer

- **temat:** Business strategy, Media studies, Sales & marketing, BUSINESS & ECONOMICS / Strategic Planning, BUSINESS & ECONOMICS, Strategic Planning, BUSINESS & ECONOMICS / Leadership, Leadership, SOCIAL SCIENCE / Media Studies, SOCIAL SCIENCE, Media Studies, BUSINESS & ECONOMICS / Marketing / General, Marketing, General, Business Strategy and Leadership, Media and Communication, Media Planning, HC/Wirtschaft/Management, HC, Wirtschaft, Management, HC/Medien, Kommunikation/Kommunikationswissenschaft, Medien, Kommunikation, Kommunikationswissenschaft, HC/Wirtschaft/Werbung, Marketing, Werbung, Marketing, Chief Reputation Officer;Organizational communication;Public relations;Reputation management;Social media;Stakeholder relations, Sales and marketing, BUSINESS & ECONOMICS / Industries / Media & Communications, BUSINESS & ECONOMICS / Leadership, BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS / Marketing / General, BUSINESS & ECONOMICS / Strategic Planning, Business & Economics/Industries - Media & Communications, Business & Economics/Leadership, Business & Economics/Management - General, Business & Economics/Marketing - General, Business & Economics/Public Relations, Business & Economics/Strategic Planning, LANGUAGE ARTS & DISCIPLINES / Communication Studies, Language Arts & Disciplines/Communication Studies, SOCIAL SCIENCE / Media Studies, Social Science/Media Studies, Business strategy, Media studies, Sales & marketing, Marketing und Vertrieb, Medienwissenschaften, Sales and marketing, Strategisches Management, Vertrieb und Marketing, HC/Medien, Kommunikation/Kommunikationswissenschaft, HC/Wirtschaft/Management, HC/Wirtschaft/Werbung, Marketing, Hardcover, Softcover / Wirtschaft/Management
- **wiązący:** paperback
- **język:** english, english, english
- **waga przedmiotu:** 0.721 pounds
- **strony:** 226
- **słowo kluczowe tematu:** Business/Economics, Chief Reputation Officer; Organizational communication; Public relations; Reputation management; Social media; Stakeholder relations, Chief Reputation Officer; organizational communication; public relations; social media; Stakeholder relations, Chief Reputation Officer;Organizational communication;Public relations;Reputation management;Social media;Stakeholder relations, Non-Fiction, Switzerland, TEXT
- **marka:** Springer
- **kod unspsc:** 55101500
- **kod podmiotu:** KJS, JBCT, KJS, KJC, KJS, BUS070060, BUS071000, BUS041000, BUS043000, BUS063000, BUS070060, BUS071000, BUS041000, BUS043000, BUS052000, BUS063000, LAN004000, LAN004000, SOC052000, SOC052000, KJC, JFD, KJS, 1745, 1784, 1785, 1784
- **grupa docelowa:** General/trade
- **Liczba przedmiotów:** 1

- **numer części:** 9783319372648
- **kolor:** Yellow
- **waga opakowania przedmiotu:** 7.76 pounds
- **wydanie:** Softcover reprint of the original 1st ed. 2016
- **zewnętrznie przypisany identyfikator produktu:** 3319372645, 9783319372648, 09783319372648
- **producent:** Springer
- **tytuł serii:** Management for Professionals
- **autor:** Aula, Pekka, Heinonen, Jouni
- **gatunek muzyczny:** Business strategy, Media studies, Sales & marketing, BUSINESS & ECONOMICS, Strategic Planning, BUSINESS & ECONOMICS, Leadership, SOCIAL SCIENCE, Media Studies, BUSINESS & ECONOMICS, Marketing, General, HC, Wirtschaft, Management, HC, Medien, Kommunikation, Kommunikationswissenschaft, HC, Wirtschaft, Werbung, Marketing, Business strategy, Media studies, Sales and marketing
- **Data publikacji:** 2016-08-23T00:00:01Z
- **numer wydania:** 1
- **nazwa przedmiotu:** The Reputable Firm: How Digitalization of Communication Is Revolutionizing Reputation Management
- **data premiery:** 2016-08-23T00:00:01Z
- **data uruchomienia strony produktu:** 2016-05-20T18:03:53.763Z

Parametry

Wydawca	Springer
Rodzaj okładki	Miękka
Data publikacji	2016-08-23
Liczba stron	226
Język	angielski