



Effective Internal Communication (PR in Practice)

Lyn Smith, Pamela Mounter

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Internal communication has previously been overlooked in standard approaches to public relations, both in theory and in practice. The second edition of *Effective Internal Communication* explores how this is changing as more and more organizations recognize that good communication with their workforce is vital for continued success and profitability.

In a practical and jargon-free style, *Effective Internal Communication* looks at how internal communication is conducted across different sectors and in organizations of differing sizes and complexity. Filled with practical examples and useful advice, the book contains many topical case studies that bring to life theoretical issues and complex issues.

This new edition looks at a wide range of issues related to internal communication, including managing internal communication, internal communication across sectors, legal frameworks, measuring results, effects of technology, and managing change. It also contains new chapters on communicating in a crisis, leadership by mid-level managers, and the future of internal communication.

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