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and external

stakeholders. It

develops essential

insights on the basis of

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relevant

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*Page 8/30*



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Introduction. 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

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an extensive review of relevant theories and research drawn from multiple disciplines.

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## Strategic Communication

Strategic communication is needed to alert, persuade, and help people enact sustainability initiatives within and between organizations.

Strategic communication also orients our consciousness by ...

## **Strategic Communication for Sustainable Organizations ...**

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Key Point: Strategic ambiguity is an important concept for understanding the current state of how people talk about sustainability (and climate change) both within and between organizations. Strategic ambiguity can be useful as groups undertake sustainability journeys along trails covered in fog.

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Nowadays, the reduced financial flexibility imposes a careful delimitation of strategic

communication that is implemented by

Nonprofit

Organizations. The aim

is to examine a

strategic

communication

process for a



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sustainable  
entrepreneurial  
environment.  
Organizations

**Theory And  
Practice Of  
Strategic  
Communication  
Process for  
Sustainability ...**

Strategic  
communication, in the  
context of this pa- per,  
is understood as a  
dynamic process,  
integrated in a large-  
scale initiative that  
comprises multi-disci-  
plinary and social

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marketing, non-formal education and public participation, thrives on acting people, aims at the innovative and sustainable change of practices, behaviors and lifestyles, guides communication processes and media interventions within and among social groups, and is a prerequisite and a tool for change at the same time.

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**Development**

Sustainability and  
communication

--Changing paradigms,  
shifting societal

discourses, and  
organizational

responses

--Legitimacy,

stakeholders, and

strategic

communication efforts

--Understanding pro-

environmental

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behavior: models and  
messages

--Transformational  
organizational change,  
reinforcing structures,  
and formal

communication --Using  
communication to  
create environments

that empower  
employees

--Facilitating group  
collaboration and  
enhancing supply chain  
conversations --Our  
shared ...

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Strategic  
Communication  
**Strategic  
communication for  
sustainable  
organizations ...**

The world needs credible and convincing leaders capable of telling powerful stories to successfully achieve the Sustainable Development Goals (SDGs). The ability to communicate a clear, concise and...

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for Sustainable

Development ...

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Theory And

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Sustainability

perspectives. Despite

its impact,

communication is

rarely integrated in

development

cooperation

programmes as a

strategic tool.

However, cooperation

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Communication

and collaboration

among stakeholders

depend on it.

Organizations

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**Communication for**

**Sustainable**

**Development: A ...**

Effective

communication in an

organization is always

important. No matter

what the operational

scale of a company is,

it can succeed and

overcome all sorts of

internal

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misunderstandings as well as external operations only with successful communication strategies. Such is the importance of communication in an organization.

## **15 Strategies for Effective Communication in an Organization**

In any sustainable plan or strategy communication plays a



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vital role, both internally and externally. In order to make plans and create applications for sustainable acts people need to express themselves internally within their organization. After completing the internal function, expression of oneself outside of the organization is also crucial.

**The Importance of**  
*Page 25/30*

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### **Communication in Sustainability ...**

Committing to sustainability, and taking action on it, is a critical element of today's corporate world, but without getting employees on board through a successful internal communications program, green and other social good initiatives are much less likely to succeed.

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**10 Communication  
Strategies to Engage  
Employees in ...**

Strategic Corporate  
Communication More  
and more organizations  
find they have to be  
much more strategic in  
their communication  
with their stakeholders.  
No more can a  
company or a nonprofit  
focus on its key  
messages at the  
expense of stakeholder  
perception.

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allen myria free  
preview provides best  
practices for  
communicating with  
key internal and  
external organizational  
stakeholders clearly  
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research based studies  
that offer valuable  
guidance when  
communicating about  
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integrates

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