

Management der Nachhaltigkeitskommunikation Michael Bürker

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dieses buch bietet eine fundierte einföhrung in die strategische verknüpfung von nachhaltigkeitsmanagement und kommunikation denn kommunikation spielt von beginn an eine entscheidende rolle Über die regulatorische berichtspflicht hinaus wird praxisnah beleuchtet wie unternehmen durch ein verändertes verständnis von kommunikation die transformation zu mehr nachhaltigkeit ermöglichen und zugleich wertschöpfung sowie nutzen für stakeholder stärken neben theoretischen grundlagen erläutert der autor wie unternehmensführung nachhaltigkeitsmanagement und unternehmenskommunikation systematisch zusammenarbeiten müssen um die herausforderungen der nachhaltigen entwicklung zu bewältigen dabei werden neuere führungskonzepte und managementmethoden sowie erkenntnisse der sozialpsychologie integriert interviews mit expert innen liefern wertvolle einblicke aus der praxis ein werk für praktiker innen die nachhaltigkeit wirksam gestalten wollen und für studierende die erfahrung möchten was kommunikation dafür leisten kann

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