



Corporate Identity: Strategie nachhaltiger Unternehmensführung (Sozialmanagement Praxis) (German Edition)

Waldemar Kiessling, Florian Babel

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Corporate Identity ist Ziel, Herausforderung und dauerhafter Prozess. Anhand einer Fülle praktischer Beispiele und Materialien vermitteln die Autoren nachvollziehbare Konzepte und Wege zur Gestaltung einer nach innen und außen glaubwürdigen Unternehmensidentität. Der Leser findet zahlreiche praktische Tipps und Hilfen u.a. zur Leitbildentwicklung, Führung, Mitarbeiterkommunikation, Medien-, Presse- und Öffentlichkeitsarbeit. Mehrere Interviews mit nachhaltig agierenden Unternehmern und Leitbildbeispiele zeigen die Umsetzung in die Praxis.

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