



Digital Strategies for Powerful Corporate Communications (Business Books)

By Paul A. Argenti, Courtney M. Barnes

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The explosion of blogs, social networking sites, wikis, video sharing sites, and other powerful digital communications platforms may be the biggest game-changer to impact business since mechanized manufacturing. In today's Web 2.0 world, company stakeholders--including employees, customers, and investors--are empowered in ways unimaginable just a few years ago, and traditional corporate hierarchies are yesterday's news.

Rather than attempt to turn back the clock and reassert strict, top-down control over stakeholder relationships, the smartest companies worldwide are responding with bold new digital communications strategies based on transparency, authenticity, and inclusion, instead of secrecy, artificiality, and exclusion.

International corporate communications guru Paul A. Argenti provides a lively, up-to-the-minute review of the Web 2.0 landscape and analyzes the increasingly central role corporate communications plays in virtually every organizational function. Argenti and coauthor Courtney Barnes advise corporate leaders on how to deploy proven strategies for using new and emerging digital platforms to

- Manage brand identity and company reputation
- Build a culture of engagement and transparency
- Turn stakeholders into "company evangelists"
- Manage internal communications across time zones and language barriers
- Recruit and retain the best talent
- Develop compelling messages based on customer and investor needs and desires

Argenti and Barnes provide case studies illustrating digital communications best practices at HP, Southwest Airlines, Sony, Dell, IBM, Starbucks, HBO, FedEx, GE, and other major players.

This groundbreaking book will teach you how to gain real, manageable control over your organization's communications in today's virtual world.

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Editorial Review

From the Back Cover

A corporate survival guide for the Web 2.0 World

In a world where corporate reputations are made and broken on social networking sites, and stray online rumors can send a stock plummeting, the speed of adaptation required is fiercer and more unrelenting than ever.

Digital Strategies for Powerful Corporate Communications helps you deploy the full range of digital communications platforms available today and effectively manage your relationship with stakeholders on your terms.

“*Digital Strategies for Powerful Corporate Communications* should be required reading for corporate communicators and C-level executives seeking to master their strategic grasp of this new world.”

Bill Margaritis, VP of Corporate Communication and Investor Relations, FedEx

“Argenti and Barnes recognize the dialectic between control and credibility. Communicators need to inform the on-going conversation instead of relying on messaging.”

Richard Edelman, president and CEO, Edelman

“This is the definitive handbook for digital communications executives.”

Scott Monty, Global Digital Communications, Ford Motor Company

“A sweeping overview of the rapidly changing landscape for corporate communications. It presents a compendium of case studies to make its case for the best and smartest approaches for tackling social media.”

Laurel Touby, founder and senior vice president, mediabistro.com

About the Author

Paul A. Argenti has provided management, leadership, and corporate communication consulting and training for more than 100 companies and nonprofits, worldwide. He is professor of corporate communication at the Tuck School of Business and the author of several international bestsellers, most notably the classic *The Power of Corporate Communication*. Argenti lives in Lyme, New Hampshire.

Courtney M. Barnes is cofounder and principal member of Think Communications, LLC. She is also the editor of *PR News* and an active contributor to magazines and journals serving the business community. Barnes lives in New York City.

Users Review

From reader reviews:

John Folsom:

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