



Comunicar para transformar

CUSTODIA CABANAS Y ASUNCIÓN SORIANO

revelan las nuevas tendencias en comunicación interna y gestión del cambio como grandes aliadas estratégicas de las empresas.

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Epílogo de Núria Vilanova

Comunicar Para Transformar Coleccion Ie Business Publishing

Custodia Cabanas



Comunicar Para Transformar Coleccion Ie Business Publishing:

Comunicar para transformar Custodia Cabanas,2013 La comunicaci n interna est sufriendo un avance imparable y se presenta hoy como la gran aliada estrat gica de las empresas para la gesti n del cambio Comunicar para transformar aporta al lector f rmulas para saber c mo liderar y motivar a los empleados de una compa a mediante las nuevas tendencias con el fin de lograr que se sientan parte activa de la cultura corporativa Para apoyar las tesis propuestas Custodia Cabanas y Asunci n Soriano incluyen casos pr cticos de compa as l deres que apuestan decididamente por esta herramienta de gesti n con una visi n pr ctica aportan claves que ayudan a definir el plan de comunicaci n y dan respuesta a cuestiones fundamentales como qu canal es el id neo para comunicar qu Cu l es el papel de las herramientas 2 0 en la gesti n del cambio C mo enfocar el mensaje para que cale en los colaboradores Cu ndo y a qui n comunicar C mo medir el impacto de la comunicaci n interna C mo implementar las t cnicas de gamificaci n o el storytelling En definitiva Comunicar para transformar es un libro que sirve de inspiraci n y supone el salto definitivo para directivos responsables de Comunicaci n Interna Gesti n de Personas o de Recursos Humanos que d a a d a necesitan reforzar el compromiso de los colaboradores en la transformaci n o la integraci n organizacional

Comunicar Para Transformar / Report to Transform Custodia Cabanas,Asunci n Soriano,2014-03 Internal communication is experiencing unstoppable progress and stands today as the great strategic partner of companies for the management of change Communicate to Transform offers the readers different ways on how to lead and to motivate company employees utilizing new techniques with the end goal of making one feel that he is an active member of the corporate culture

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