## **Strategic Internal Communication**

A Practitioner's Guide to Implementing Cutting-Edge Methods for Improved Workplace Culture

Susanne Dahlman and Mats Heide



## Contents

List of figures About the authors Preface		vi vii ix			
			Introduction: the value of internal communication		1
1	Communicating strategy and change	13			
2	The manager's communicative role	40			
3	The coworker's communicative role	62			
4	The communication professional's role and assignment	83			
5	Digital communication	103			
6	Measuring communication	116			
7	Summary and the way forward	129			
En	ndnotes	139			
References		145			
Index		153			