

The Emerald Handbook of Multi-Stakeholder Communication

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The Emerald Handbook of Multi-Stakeholder Communication: Emerging Issues for Corporate Identity, Branding and Reputation

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INVESTOR IN PEOPLE

*To my lovely brother, Dr Mohammad Mahdi Foroudi – My life started when you were born; since you have flown to heaven, we live with your memories; our love for you shall live forever till we meet again. Also, to my Father, Dr Mohammad Foroud Foroudi and my Mum, Flora Mahdavi.
Pantea Foroudi*

*I dedicate this book to my beloved Rob
TC Melewar*

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Preface

There has been a growing interest in the subject of stakeholders and communication in recent years amongst academics and practitioners because there is a belief that a business operating in a competitive corporate market gains reputational value from a strong corporate brand reputation which in turn influences consumer patronage and consumer decision-making. The significant role of the corporate communications is to developing and maintaining relationships with the stakeholders of a contemporary organization. There is an extensive belief in today's society on how the company is viewed by key stakeholders such as investors, shareholders, consumers, customers, members of the community and employees in which the company resides. The challenge is to explore new and effective ways to harness the power of the communication opportunities it presents to engage with stakeholders in interactive, immediate and innovative ways. Any successful communication campaign will include them in its strategy. We view the study of the relationship between brands, identity, internal and external stakeholders and companies to be timely topics for further investigation.

Readers will be able to understand research studies on *The Emerald Handbook of Stakeholder Communication for Corporate Branding, Identity and Reputation* from different branding points of view. In this sense, they will be able to compare, contrast and comprehend whether the stakeholders' communication from difference lenses are delivered similarly or otherwise in different parts of the world. This enables readers to understand differences and subsequent application towards managing these stakeholders. In this context, readers will be able to acquire 'knowledge and understanding' of (1) the key issues in stakeholder and communication theories; (2) the need for a strategic approach to planning and campaign management and (3) new developments in stakeholder and communication theories. In addition, they will be able to (1) analyze the complex web of stakeholder audiences that brands must address; (2) develop and manage stakeholder strategy and campaigns and (3) adapt to the differing demands of stakeholders such as employees, the media and other stakeholder audiences.

The book provides researchers, scholars and postgraduate students in marketing and business with a comprehensive treatment of the nature of relationships between companies, brands and stakeholders in different areas and regions of the globe.

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Acknowledgements

Having an impression and turning it into a book is as hard as it sounds; however, it was a very thought-provoking and enjoyable experience for us. We believe we have managed to bring a distinct collection of thoughts from academics and practitioners who pursue their enthusiasm for advancing contemporary branding issues globally. We hope the chapters compile in this book advance the readers' knowledge and deliver clarity in understanding contemporary issues on stakeholders' communication empirically, theoretically and globally. Also, we hope our book encourages readers to conduct more challenging studies in the future.

Readers will be able to understand research studies from different stakeholders' communication points of view and able to acquire 'knowledge and understanding' of (1) the key issues in stakeholder and communication theories; (2) the need for a strategic approach to planning and campaign management and (3) new developments in stakeholder and communication theories. In addition, they will be able to (1) analyze the complex web of stakeholder audiences that brands must address; (2) develop and manage stakeholder strategy and campaigns and (3) adapt to the differing demands of stakeholders such as employees, the media and other stakeholder audiences.

In this sense, they will compare, contrast and comprehend whether the branding from different lenses is delivered similarly or otherwise in different parts of the world. This enables readers to understand differences and subsequent applications towards managing these brands. It determines current practices and research in diverse areas, regions and commercial and non-commercial sectors worldwide. Comparing and contrasting the brand values covering different research methodologies and settings will be very interesting. It is stimulating to compare and contrast different markets covering essential aspects of companies' brands, identity, stakeholders and reputation.

We appreciate all our colleagues who contributed chapters to this book. We especially want to thank Nick Wolterman, Virginia Chapman, Brindha Thirunavukkarasu, Kousalya Thangarasu and David Mulvaney at Emerald, whose inspirations have assisted us in creating this book.

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