

Employee Engagement And Communication Research: Measurement, Strategy And Action - Susan Walker

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There's a well-known saying: what doesn't get measured doesn't get done. So it is no surprise that communicators, human resource and change managers and other professionals recognise the need to measure and evaluate their work, particularly its worth to their organization and seek the most effective ways to achieve this. Whether you're already involved in research, planning your first project or commissioning an external research company Employee Engagement and Communication Research covers everything you need to conduct robust, reliable research. Whether it's a full-scale employee survey or research focusing on a particular subject area such as communication, engagement, change or corporate social responsibility is your essential guide covering all the tools, strategy and action to make your project a success. Author: Walker, Susan Publisher: Kogan Page Illustration: N Language: ENG Title: Employee Engagement and Communication Research: Measurement, Strategy and Action Pages: 00240 (Encrypted EPUB) / 00240 (Encrypted PDF) On Sale: 2012-11-03 SKU-13/ISBN: 9780749466824 Lib Category: Communication in organizations - Research Lib Category: Organizational change - Research Category: Business & Economics : Business Communication - General Category: Business & Economics : Management - General Category: Business & Economics : Human Resources & Personnel Management

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