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Corporate Communication by Argenti, Paul A

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About the author (2012) Paul A. Argenti is professor of corporate communication at the Tuck School of Business at Dartmouth College. He provides management and corporate communication consulting to...

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Paul A. Argenti Professor of Corporate Communication The Tuck School of Business at Dartmouth. Professor Paul Argenti has taught management and corporate communication at the Harvard Business School, Columbia Business School, and since 1981 as a faculty member at Dartmouth's Tuck School of Business.He has also taught as a visiting professor at the International University of Japan, the ...

Bio | Paul A. Argenti

Argenti, Paul A. (1996): Corporate Communication as a Discipline: Towards a Definition. In: Management Communication Quarterly 10. 1. 73-97.

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standards. Next, the airline devised an emergency communication plan. Finally, he used the media as a platform to get the information out to consumers in hopes to regain their confidence. References Argenti, P. A. (2012). Corporate communication (6th ed.). New York, NY: McGraw-Hill.

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