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The presented book, on the management of company internal communication, focuses on the basic principles upon which internal communication should be based in order to improve the efficiency, competitiveness and involvement of a company. An communication program can, by a great deal, influence the company's growth in the global market and, by involving and motivating through processes, a company can manage its employees in a more systematic and efficient way.

The authors of this book have gained their own experience from both academic and business fields and have tried to reflect that experience in the book's text. The text touches on one of the most important aspects of today's global company management, i.e. managing efficient internal communication. The authors claim that: The way way to succeed in the current global market, retain competitive advantage and integrate technological, market and organizational change (in order to be more competitive and manage innovation) is by managing communication processes in a timely manner. But it cannot change in