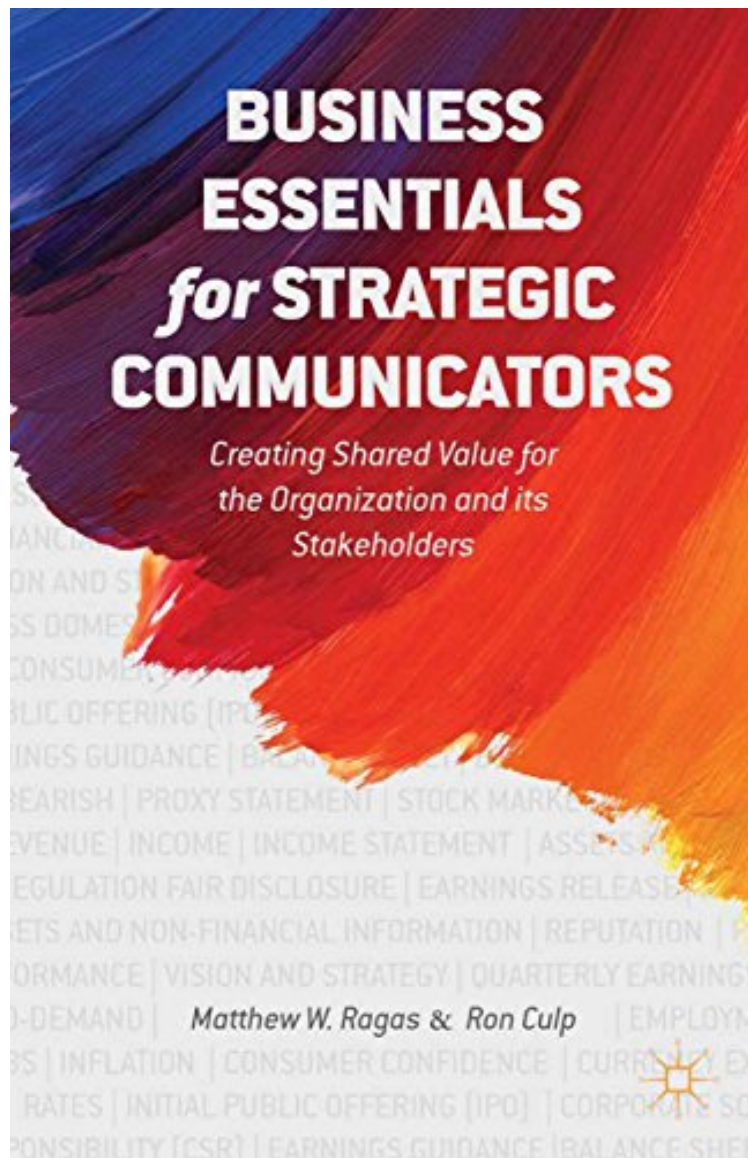


(Ebook pdf) Business Essentials for Strategic Communicators: Creating Shared Value for the Organization and its Stakeholders

## **Business Essentials for Strategic Communicators: Creating Shared Value for the Organization and its Stakeholders**

*M. Ragas, E. Culp*

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**M. Ragas, E. Culp : Business Essentials for Strategic Communicators: Creating Shared Value for the Organization and its Stakeholders** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Essentials for Strategic Communicators: Creating Shared Value for the Organization and its Stakeholders:

0 of 0 people found the following review helpful. In 1988 I'd have run from this book; In 2015 I sought it out...By Paul SwiergoszCulp and Ragas clearly point out: Times have changed and the roles of and expectations for professional communicators has grown accordingly. In my college days of the 80s, the only "business" course I took was aptly named, "Business For Non-Business Students." At the time I was grateful... A few decades later, an abrupt pivot into working with startups and investors, coupled with a healthy mix of panic and ignorance sent me scrambling for a B101/2 resource. Thankfully, I found one here. Straightforward, well-researched and written like your dad trying to offer you genuinely helpful advice, "Business Essentials" should be, in my professional opinion, on the quick-reference shelf of every professional communicator, young or old. Whether you work with investors, a corporation, non-profit, brands or an agency, there is something here for you. If I return to teaching, this will be required reading for my students as an entire semester's curriculum lay within. Disclaimer: I worked with Ron Culp previously, and he has graciously served as one of my professional mentors for the past decade. Nevertheless, I was prepared to be a brutally honest critic - as my expectations of this book were astronomical. I am pleased to say those high expectations were met. 1 of 1 people found the following review helpful. All the chapters are easy to understand and the content is not too lengthy ...By LindaThis book is quite comprehensive for students of non-business degree programs. All the chapters are easy to understand and the content is not too lengthy just logically concise so that students feel comfortable in using as a text book. Great book! 0 of 0 people found the following review helpful. the glossary is a fantastic reference tool By Konda BerryThis book is a must for anyone who is a communicator within their organization. As someone who "wandered" into my field and didn't have the background in communications, the glossary is a fantastic reference tool. I'm a true believer that you must always continue your education, be it formal or self taught. I purchased this book for a few of my colleagues knowing they will use it as I did. Should be in everyone's library.

The rise of digital media and the public's demand for transparency has elevated the importance of communication for every business. To have a voice or seat at the table and maximize their full value, a strategic communicator must be able to speak the language and understand business goals, issues, and trends. The challenge is that many communicators don't hold an MBA and didn't study business in college. nbsp;

"This book should be the first thing every aspiring communicator reads. It contains the defining lessons on how to earn trust, credibility and respect." nbsp;-- Bill McDermott, Chief Executive Officer, SAP nbsp;"At last! Ragas and Culp have delivered the book communicators have long needed to grasp financial and economic fundamentals and enhance their effectiveness as strategic counselors. In clear, comprehensive style, Business Essentials is written for communicators by communicators and is a must have on classroom and office desks." nbsp;-- Sandra Duheacute;, Ph.D., APR, Fellow PRSA, Chair of Corporate Communication and Public Affairs and Associate Professor, Southern Methodist University, USA nbsp;"Business Essentials fills an enormous gap in most strategic communications students' education. It takes them through a range of business topics that are vital for success in the changing world of work. The timing couldn't be better for this practical guide for both students and practitioners." -- Jimmy Gentry, Ph.D., Clyde M. Reed Teaching Professor, School of Journalism and Mass Communications, University of Kansas, USA "Now, finally, Ragas and Culp come to the rescue. Business Essentials for Strategic Communicators is carefully planned, researched and written for those who covet that "seat at the table." The glossary alone is worth the price." nbsp;-- Maria P. Russell, APR, Fellow PRSA, Professor of Public Relations and Director, Newhouse Executive Education Programs, Syracuse University, USA nbsp;"Business Essentials for Strategic Communicators is a must read for all communicators. It reaffirms that today's communications professional must be a business person first--one who knows how to use strategic communications to enable business outcomes." nbsp;-- Dave Samson, General Manager, Public Affairs, Chevron Corporation