



Change Communications Jahrbuch 2010 (German Edition)

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Das Jahrbuch bietet mit aktuellen Best-Practice-Projekten Einblick in Unternehmensaktivitäten rund um das Thema Veränderungskommunikation. Change Communication (Cultural Change, Internal Branding) kommt immer dann zum Einsatz, wenn in einem Unternehmen bzw. einer Organisation Veränderungen erfolgreich umgesetzt werden sollen. Die zehn Projekte wurden mit dem Change Communications Award prämiert, der 2009 erstmals vergeben wurde. Sie wurden von einer international besetzten Jury ausgewählt und offenbaren Erfolgsgeheimnisse namhafter Unternehmen.

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