

# Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders

By Witold Henisz

GREENLEAF PR Apr 2014, 2014. Buch. Condition: Neu. Neuware - This book argues that the strategic management of relationships with external stakeholders - what the author calls 'Corporate Diplomacy' - creates real and lasting business value. With colourful examples, practical tools and considered perspectives, the book hones in on a fundamental challenge for managers of multinational corporations. 250 pp. Englisch.





#### Reviews

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

-- Miss Marge Jerde

It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think.

-- Dr. Breana O'Kon

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