



The title of the book includes the word 'Pentacom' as it focuses on five major categories of communications (B-to-C, B-to-B, internal, financial and corporate communication). It also enables readers to understand and implement communication strategies targeted at five major targets, such as consumers, business customers and clients, employees, shareholders, and public authorities. Finally it has been tailored for five potential types of players, such as consumer goods manufacturers, industrial goods companies, local authorities, public administration and services, as well as non-governmental and non-profit organizations.

This book is designed for students in business schools and universities pursuing courses in management and mass media or communication. Its application-oriented approach, allows the book to serve as a very useful guide for practicing managers who desire to make their communications with different targets in different contexts more effective.