

## Principles Corporate Communication Riel Cees

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Cornelis Bernardus Maria (Cees) van Riel (born 15 June 1951) is a Dutch organizational theorist, consultant, and Professor of Corporate Communication at Rotterdam School of Management and Director of the Corporate Communication Centre at the Erasmus University, known for his work in the area of corporate communication and reputation management.

Cees van Riel - Wikipedia

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In the fourth chapter several reference models are discussed, as well as practical models. Van Riel also presents his own corporate communication strategy model. Chapter five looks at ways of organising the corporate communication process in order to integrate all the corporate messages that come from different sources.

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The Dutch professor defines corporate communication as the harmonizing of all internal and external communication in the organization " in such an attractive and realistic manner as to create or maintain a positive reputation for groups with which the organization has an interdependent relationship (often referred to as stakeholders). "

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