



# Comunicación interna en la empresa: 25 (Manuales) (Spanish Edition)

*Jaume Almenara Aloy, Xavier Roca Pérez, Marina Romeo Delgado*

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En la sociedad del conocimiento, la acumulación de información es de suma importancia, pero esta información pierde todo su valor si no se transmite de forma adecuada. No cabe ninguna duda de que el fenómeno comunicativo puede calificarse como el sistema nervioso de la organización. En esta línea, los autores, en primer lugar, definen exhaustivamente la cuestión organizacional y, en segundo lugar, abordan esta realidad desde la perspectiva de una comunicación integral. Por medio de esta obra, los lectores aprenderán a concebir de manera efectiva las relaciones que pueden llevar a una empresa al éxito o al fracaso en un momento determinado.

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