

Summery

Business, Management



Importance of External Business Communication Affiliation Article summary

External business communication is a vital section of an embodied marketing plan. Companies supply to the public services and products through an elaborate channel of information (Street & Cameron, 2007). Good communication modifies the audience besides facilitating access to customers. The chief purpose of external communication is to boost the company and promote revenue.

External communication involves communicative attempt special for individuals and organizations functioning beyond the business. On the other hand internal communications focus on employees and the organizations management. As identified, external communication is concerned with dispersing information about the company to the rest of the stakeholders (Anderson, 2015). Frequently used forms of external communication include; newsletters, press releases, direct mails and financial records.

Public relation forms the baseline of a company's successful interaction with the immediate environment. Communication only configures and modifies the corporation's outlook to the community, customers, and possible investors. External communication synergizes public relation, strengthening the company and its relations.

Both technology and external communication go hand in hand in influencing commercial activities (Evans, 2010). Modern technology has altered the look of external communication, as the internet has become the means of communication. Technology has both positive and negative effects on communication. External communication faces a challenge of tainting the image of an organization. Those in charge of external communication must

bear in mind their audience and companies outlook.

Reference

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