

**COMMUNICATION IN RESPONSIBLE BUSINESS:
STRATEGIES, CONCEPTS, AND CASES**

Jannette Tomlinson

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For example, Citibank has provided monetary assistance to some local businesses affected by the war. The screening, selection, and management of strategic Communication in Responsible Business: Strategies are what drive change in the company and produce results. This meeting provides the opportunity to review performance and to make adjustments to the strategy and its execution. ENWEndNote. Bratislava: Eastone Books. An article published in Forbes. These inter-dependencies may be positive or negative, respectively weaker the organization.