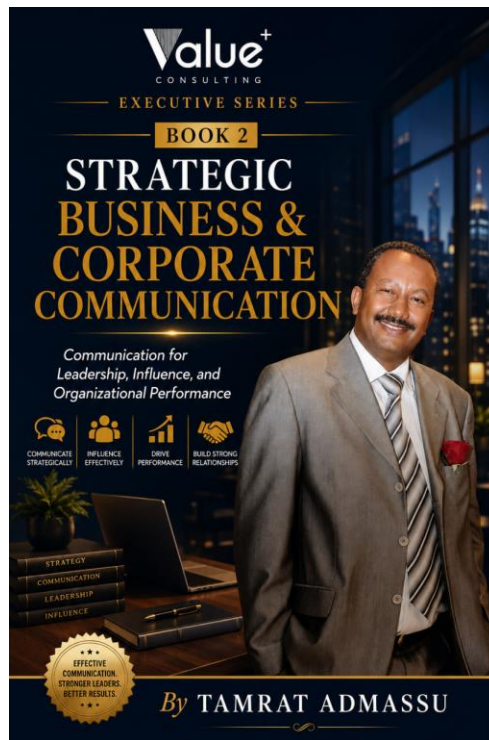




BOOK 2: Strategic Business & Corporate Communication

Communication for Leadership, Influence, and Organizational Performance

By Tamrat Admassu

Communication is far more than the exchange of information—it is the foundation of leadership, influence, collaboration, and organizational success. This book provides a practical framework for mastering strategic business and corporate communication in today's interconnected world. From executive communication and stakeholder engagement to negotiation, protocol, branding, and crisis communication, it demonstrates how effective communication can inspire people, strengthen institutions, build lasting relationships, and transform strategy into measurable organizational performance. It is an indispensable resource for executives, managers, entrepreneurs, communication professionals, and future leaders.