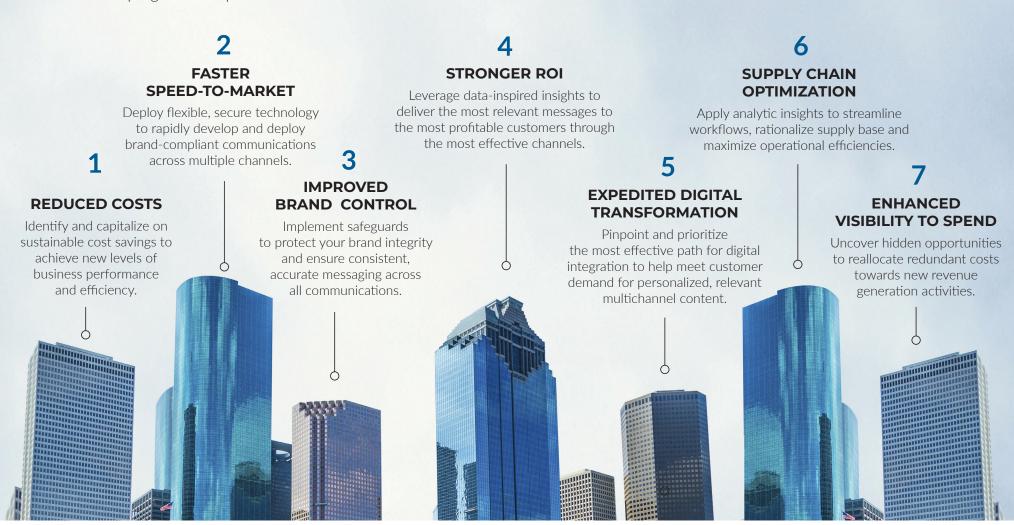


7 BOTTOM-LINE BENEFITS OF EFFECTIVE COMMUNICATIONS MANAGEMENT

Communications management, *n.* the systematic planning, implementation, execution, monitoring and revision of communication programs and processes.



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