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We think of different forms

of communication channels

such as intranet, staff

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interconnects these

different parts and

emphasizes the strategic

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potential for organizational success. Further, we understand internal communication as a basic prerequisite of organizations that is performed by all members of an organization – managers,

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Traditionally, there has been too much emphasis on the work and function of communication professionals when internal communication is discussed, but most of

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the communication value is actually produced by managers and coworkers.

However, communication professionals are the communication experts in organizations that strategically facilitate the

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