

INSIDE-OUT MARKETING

How to Create an Internal Marketing Strategy

Michael Dunmore



Contents

Acknowledgements Introduction		vii
		1
Chapter 1	Vision, mission, values, positioning and personality Aims; Introduction; Theories, models and	29
	perspectives; Key learning points; Sources; References	
Chapter 2	Corporate strategy Aims; Introduction; Theories, models and perspectives; Key learning points; Sources; References	55
Chapter 3		75
Chapter 4	Knowledge management Aims; Introduction; Theories, models and perspectives; Key learning points; Sources; References	101

vi Content:		
Chapter 5	Internal communication	133
	Aims; Introduction; Theories, models and	
	perspectives; Key learning points; Sources; References	
Chapter 6	11010101010	177
	Aims; Introduction; Theories, models and perspectives; Key learning points; Sources;	***
	References	
Chapter 7	Integrating internal, interactive and external marketing	217
	Aims; Introduction; Theories, models and perspectives; Key learning points; Sources; References	
Index		259