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COMMUNICATION & ORGANISATION NO. 41. LA MUTATION DU METIER DE COMMUNICANT PUBLIC



Presses universitaires de Bordeaux, France, 2013. Paperback. Condition: Neuf. NA2565, 2167A1, 0.435 gr. 9782867818219. Communication & organisation Le métier de communicant, et plus particulièrement de communicant public, a connu en ce début de siècle de profonds bouleversements. Bouleversements repérés à l'échelle planétaire avec la révolution numérique et l'avènement du web collaboratif, mais aussi à l'échelle locale avec un changement paradigmatique de la communication publique favorisant les pratiques managériales et la prégnance des dispositifs délibératifs. Fin d'un modèle de communication exclusivement...

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