



## **The Best Practices in Communication Planning and Implementation: A collection of winning entries of The Philippine Quill Awards 2013**

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Sending out a message is one thing, having it received and realizing an intended result is a whole other thing. It is not enough to merely reach out, you must also be heard and be able to elicit the tangible response from your audience. This is very true for businesses. For them to flourish, they must come up with effective communication plans that will yield measurable and strategic results.

This book compiles 59 case studies from diverse industries that won Excellence awards in the 2013 Philippine Quill Awards.

The Quill Awards program is one way to bestow on its recipients a global distinction and the highest level of professional accolade in business communication. A Quill Award, in essence, puts emphasis on thought leadership, strategic management, creativity, resourcefulness and success of solutions. Showcased in this compilation are world-class best practices and ideas that worked in the country.

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