Corporate Philosophies and Mission Statements: A Survey and Guide for Corporate Communicators and Management

by Thomas A Falsey


The mission statement is a fundamental element of a company's identity. It serves as a guide for corporate communicators and management, and it plays a key role in improving organizational performance. By aligning the mission statement with the company's values, leaders can foster a culture of alignment and collaboration, which can lead to better decision-making and improved performance.

This book provides a comprehensive guide to understanding and leveraging organizational performance through effective mission statement development. It offers insights into how mission statements can be crafted, communicated, and integrated into the daily operations of an organization. The book also explores the relationship between mission statements and company performance, offering practical guidance for corporate communicators and management.

Key topics covered in the book include:
- The role of mission statements in organizational communication
- Strategies for developing effective mission statements
- The impact of mission statements on decision-making and performance
- Techniques for disseminating mission statements across the organization

This book is an essential resource for anyone involved in corporate communication, management, or leadership, providing valuable tools and techniques for crafting and implementing mission statements that drive organizational success.
ample, mission statement is referred to also as a «credo», "philosophy" or even Company 2003 worldwide Management Tools Survey (Rigby, 2003) values and.