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Knowledge @ Wharton wrote a follow-up post to the New York Times article I was quoted in regarding Blankfein's new role as spokesman for same-sex marriage. Some excerpts are below and you can find the full article here. "I'm Lloyd Blankfein ... and I support marriage equality." Those are the words used by the chairman and CEO of Goldman Sachs in a new video spot produced by The Human ...

February | 2012 | Paul A. Argenti

Corporate Communication 6th (sixth) Edition by Argenti, Paul published by McGraw-Hill/Irwin (2012)

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Corporate Communication; Corporate Responsibility Bio Paul Argenti's recent research on social media extends his expertise in corporate communications, strategy formulation and execution, corporate reputation, and corporate social responsibility—issues on which he consults for corporations and nonprofit organizations.

Tuck School of Business | Paul A. Argenti

Paul A. Argenti, a professor of corporate communication at the Tuck School of Business at Dartmouth, says Mr. Blankfein's decision isn't likely to have any positive impact on the reputation of the firm — or Mr. Blankfein. “If you are a Goldman employee and you are gay or contemplating coming out, this is great,” he said.

Corporate Reputation | Paul A. Argenti

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1 post published by paulargenti during August 2012. Last week, I wrote a piece for U.S. News on the contrast between the United States' stellar Olympic record and recent hits to the country's reputation in the press.. Over the last few weeks, as the United States competed and mostly won in the international sports arena at the 2012 Olympics in London, the country itself seemed to suffer ...

August | 2012 | Paul A. Argenti

Paul A. Argenti. Professor of Corporate Communication. Tuck School of Business at Dartmouth 100 Tuck Hall Hanover, NH 03755 603.646.2983. T E A C H I N G E X P E R I E N C E. 1981-Present Tuck School of Business at Dartmouth. Hanover, NH Professor of Corporate Communication. Teach required core course in Analysis for General Managers (AGM) and advanced electives in Corporate Communication and Corporate Responsibility.

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Paul A. Argenti Professor of Corporate Communication

Professor Paul Argenti is a pioneer in the field of corporate communication, teaching some of the earliest courses on the subject for Harvard Business School, Columbia Business School and the Tuck...

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Paul A. Argenti Of the four disciplines under discussion in this special edition of Management Communication Quarterly, corporate communication is both the newest and perhaps the least understood....

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