



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

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NEWS RELEASE

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Sophie Esmann Andersen and Trine Susanne Johansen Receive the Highly Commended Empirical/Theoretical Paper Award at the Conference on Corporate Communication 2011

New York, New York. Sophie Esmann Andersen and Trine Susanne Johansen, Centre for Corporate Communication, Aarhus School of Business and Social Sciences, Aarhus University (Denmark), received the Highly Commended Empirical/Theoretical Paper Award at the Conference on Corporate Communication 2011, held June 7-10, at Baruch College, City University of New York, New York, NY for their paper, “The Voicing of ONE by Many: Rethinking Integration within Communication and Brand Management.” Emerald Group Publishing Limited (UK) sponsors the annual award.

“This investigation offers an excellent example of integrated communication practice using an emersion of the Danish company Arla Foods into consumer narratives and market cultures as an alternative to “one voice, one sound, one story,” said Dr. Michael B. Goodman, CCI Director about Andersen and Johansen’s work. Their paper examines Arla’s integrated communication from a consumer perspective and discusses its practical implications.

Sophie Esmann Anderson is an Assistant Professor whose teaching and research interests include consumption studies, integrated marketing communication and brand management. She previously worked in the marketing and advertising industry. Trine Susanne Johansen is an Assistant Professor who was a business consultant before joining ASB as a full-time instructor within corporate communication, marketing communication and branding. Her areas of interest include strategic communication, corporate identity and narrativity, corporate social responsibility and branding.

Corporate Communication International (CCI) at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate*

Communications: An International Journal published by Emerald Group Publishing Limited (UK). At the 2011 conference over 100 scholars and practitioners gathered from 23 countries to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Papers given at the conference were included in the *Conference on Corporate Communication 2011 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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