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Tuck School of Business and one of the world ' s leading experts in corporate communication while Barnes, who previously was Editor of PR News, is a Vice President at Edelman where her responsibilities include social media and digital communications strategy development and content creation for clients as well as new business development.

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Paul Argenti ' s most recent book (co-authored with Courtney Barnes) is entitled Digital Strategies for Powerful Corporate Communication, published by McGraw-Hill.

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About the author (2012) Paul A. Argenti is professor of corporate communication at the Tuck School of Business at Dartmouth College. He provides management and corporate communication consulting to...

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