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Professor Paul Argenti has taught management and corporate communication starting in 1977 at the Harvard Business School, from 1979-81 at the Columbia Business School, and since 1981 as a faculty member at Dartmouth's Tuck School of Business. He has also taught as a visiting professor at the International University of Japan, the Helsinki School of Economics, Erasmus University in the Netherlands, London Business School, and Singapore Management University. He currently serves as Faculty Director for the Tuck First Year Projects, Tuck's Leadership and Strategic Impact Program, and Tuck's executive programs for Novartis.

Professor Argenti's newest book, co-authored with Courtney Barnes of PR News, is entitled *Digital Strategies for Powerful Corporate Communication*, published by McGraw-Hill. His other books include: *Strategic Corporate Communication*, published in 2007 in India by Tata/McGraw-Hill, *The Power of Corporate Communication* (co-authored with UCLA's Janis Forman), published by McGraw-Hill, and *The Fast Forward MBA Pocket Reference* (second edition), released through Wiley. He also published a fifth edition of his textbook for McGraw-Hill/Irwin in 2008 entitled *Corporate Communication*. Professor Argenti has written and edited numerous articles for academic publications and practitioner journals such as *Harvard Business Review*, *California Management Review*, and *Sloan Management Review*.

Professor Argenti is a Fulbright Scholar and a winner of the Pathfinder Award in 2007 from the Institute for Public Relations for the excellence of his research over a long career. He serves on the Board of Trustees for the Arthur W. Page Society. Finally, he has consulted and run training programs for hundreds of companies including General Electric, ING, Sony, Novartis, and Goldman Sachs. You can follow Professor Argenti on twitter at www.twitter.com/paulargenti.

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