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Cornelis Bernardus Maria (Cees) van Riel (born 15 June 1951) is a Dutch organizational theorist, consultant, and Professor of Corporate Communication at Rotterdam School of Management and Director of the Corporate Communication Centre at the Erasmus University, known for his work in the area of corporate communication and reputation management.

Cees van Riel - Wikipedia

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The Dutch professor defines corporate communication as the harmonizing of all internal and external communication in the organization “ in such an attractive and realistic manner as to create or maintain a positive reputation for groups with which the organization has an interdependent relationship (often referred to as stakeholders). ”

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