

## LEADERSHIP AND COMMUNICATION THROUGH INTERNAL MARKETING

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### ABSTRACT

*Managers act like champions of knowledge and learning. The implementation of knowledge management is an incremental process. The point raised by many theorists, that "employees are a company's first service market", is an assumption which shows that the first market of an organization is the market of its employees.*

*Also, internal marketing has a significant impact on knowledge management in an organization.*

*Company employees do not need the organization to develop complicated internal marketing programs to make a difference.*

**KEYWORDS:** employees, market, organization, internal management, knowledge, communication, leadership.

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