
Summary

For seven years Public Private Partnership - programmes, that contract public authorities and the building sector in a partnership to realize public investment projects. Within the topic of PPP the current literature does not pay enough attention to communication processes. Due to this fact the title of this work developed. The following clarifies the importance of the use of communication for the value of long- term- projects.

Especially in times of economic crisis corporations that have the ability to react quickly and flexible due to unelaborate communicational patterns have good chances to continue their successes. Products and services can easily be copied by competing businesses. An effective communication concept is ultimately a suitable tool in competition that can help assert a company on the market.

The technical progress in communicational systems enables the overcoming of long distances by using emails, the internet and fax machines. Nevertheless it is undisputed that face-to-face communication due to its positive effect on inter-human relations cannot be replaced.

Using communicational instruments effectively favours a higher rate of motivation and improves the productivity of employees.

By giving the possibility to fix regular agreements and allowing negotiation about projective goals and schedules, communication represents an important coordination instrument.

Hiring a communication manager favours a discharge of the upper management regarding all communicational activities. This is essential with PPP projects, since their huge amount of tasks in communication, due to the duration of the projects and a multiplicity of reference groups involved.

The first part of the work explains the fundamental terms, which must be clarified to understand the complex topic. At first the versatile definitions of communication are described. In addition, enterprise communication and integrated communication are interpreted, since there is also an emphasis on these in the paper. Furthermore the basis for comprehending the work is put in context with the explanation of the terms PPP itself and stakeholder. The general goals of the communication employment, as well as economic and non-economic communication goals are pointed out regarding successful cooperation within the team.

In the main part of the work some important communication instruments that contribute substantially to a project's success are being explained. Also, the relevance of communication planning is pointed out by showing that budgeting and taking relevant measures can help prevent crises.

After describing soft skills and chores of a communication manager, certain irregularities in communication with the various stakeholders are being explained.

Furthermore the work deals with the different levels of communication.

Despite the mainly positive influence of communicational activities on a project's success, there are some vulnerabilities to be mentioned, which are discussed in the conclusion part of this work. Finally, by accumulating substantial recognitions a summary and a conclusion sums up the scientific paper.