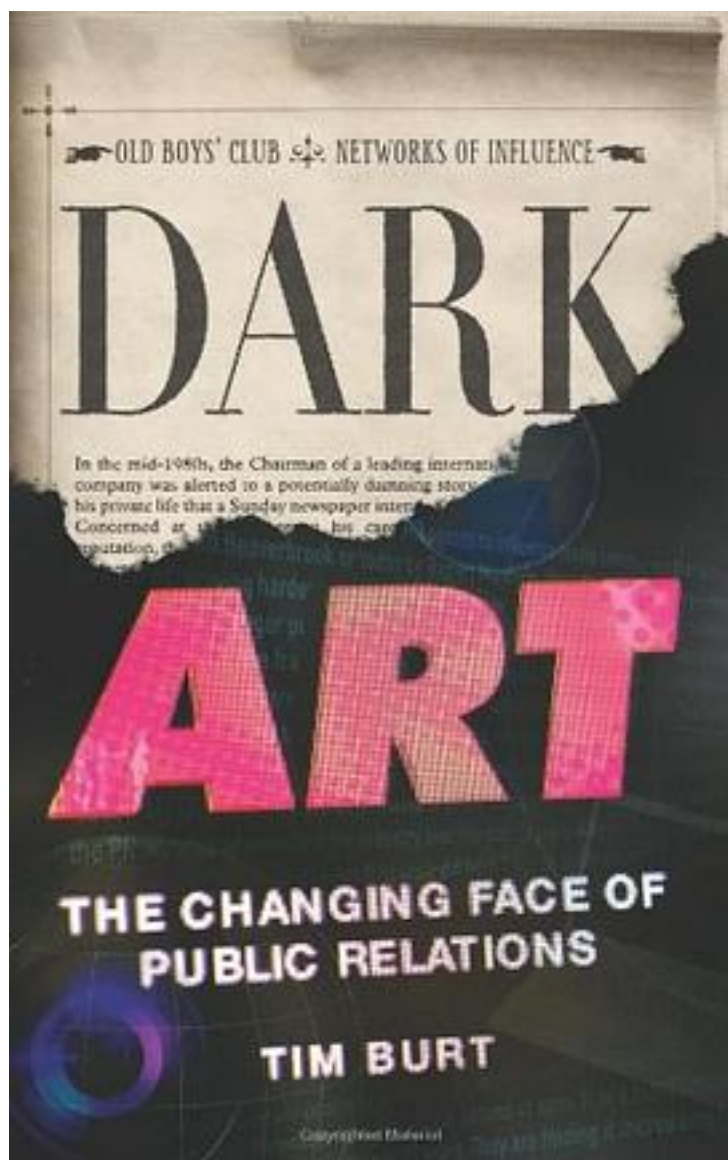


Dark Art



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'Dark Art' lifts the lid on the covert world of business and financial public relations. Tim Burt, former award-winning journalist at the 'Financial Times', charts the upheaval of an industry that generates multi-million dollar revenues for mainly private, and tightly held, agencies around the world. He sets out to explain the new tactics shaping strategic communications in the 21st century, and questions whether the industry can live up to its promises in a world where the media itself is facing an existential threat. As the industry struggles to adapt, Burt investigates the impact of the evolving digital environment, and the likely winners and losers from the old 'dark art' of spin. What emerges is a tale of corporate intrigue, where larger-than-life millionaires agonise about their reputations, where business promises are made and broken, and where demands grow for strategic communications services that can be trusted. Based on high-profile examples of contemporary corporate crises, this is a unique insider view on a discreet industry at a time of unprecedented change. 'Dark Art' examines the challenges facing the PR industry and sets out a vision of how the industry might evolve.

作者介绍:

Formerly an award-winning journalist at the 'Financial Times', Tim Burt is now managing partner at StockWell Communications, where he provides strategic counsel to some of the world's largest companies. He is a former partner at Brunswick, one of the world's largest PR agencies. He lives in London.

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