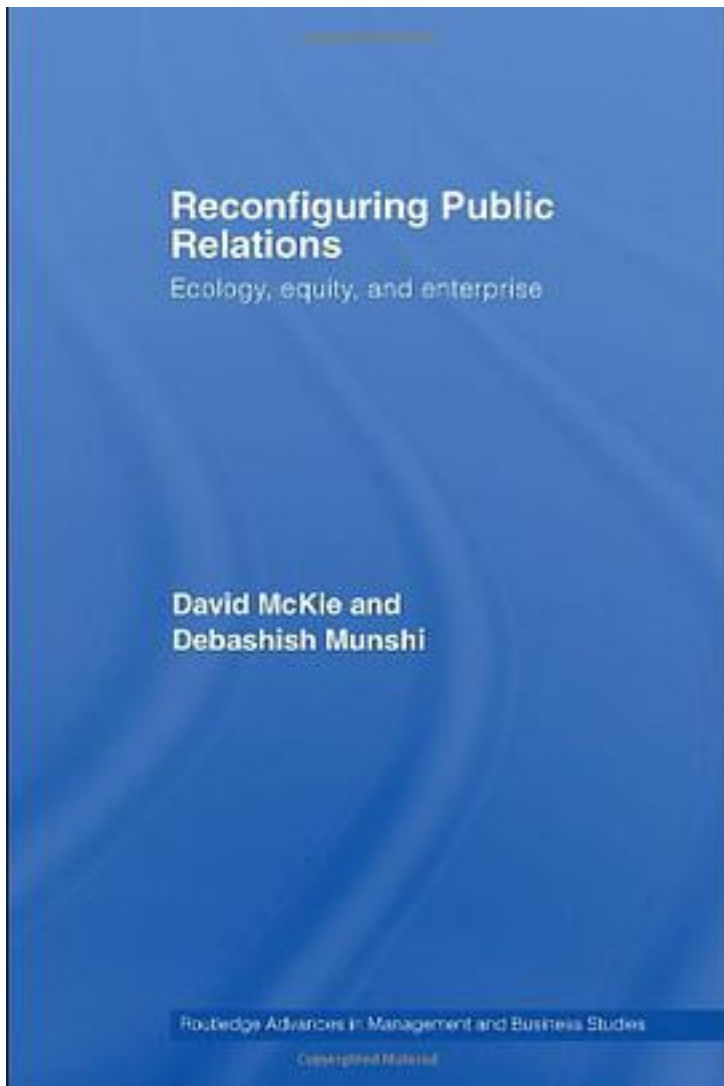


Reconfiguring Public Relations



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Innovative and timely, this PR book is the first to address environmental questions within the context of global business. An excellent counterpoint to the existing US-oriented literature on this topic, here the authors set out ways to equip public relations to respond to and re-imagine itself in the light of current major forecasts and trends for uncertain business, environment and social conditions. Arguing that PR must engage more appropriately with the changing world of the twenty-first century, the authors draw from postmodern and postcolonial approaches to reframe cultural relations, PR education, futures, history and professionalism to suggest how PR might be moved from its current insularity and begin contributing to increased environmental responsibility, social justice and global enterprise. This book will be of considerable interest to postgraduate students of public relations and communication management in Europe, Canada, the U.S., and Asia. It would also be of topical interest to academics, professionals, and strategists in public relations.

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