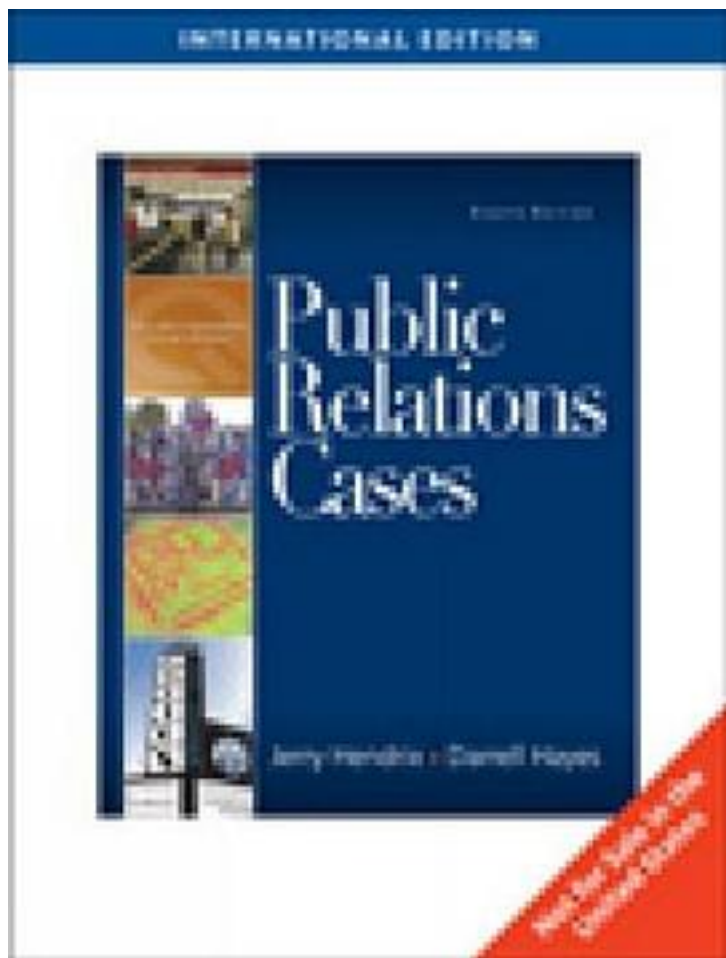


Public Relations Cases



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This is a collection of contemporary international public relations case studies which examine the effective use of public relations in a range of organizational contexts. The cases examined demonstrate the breadth of contemporary public relations practice

and the increasing importance and sophistication of the public relations function in both public and private sector organizations. Case studies from the UK, Norway, Spain, Sweden, South Africa, Canada and the USA offer insights into the development of PR and communication strategies. These include: corporate identity change and management; global reputation management; crisis management in the oil and shipping industries; exploiting strategic alliances between voluntary and the private sector organisations; public relations support for international branding and market entry; the importance of internal communications during international mergers; the integration of public relations and marketing communications in the SME sector; business to business communications in the European food market; and communicating across cultures using international web sites.

作者介绍:

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标签

评论

Shell那一章很有启发。主要为了看lobbying和crisis management两篇，能初步有一些架构但是部分内容有些过时了

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书评

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