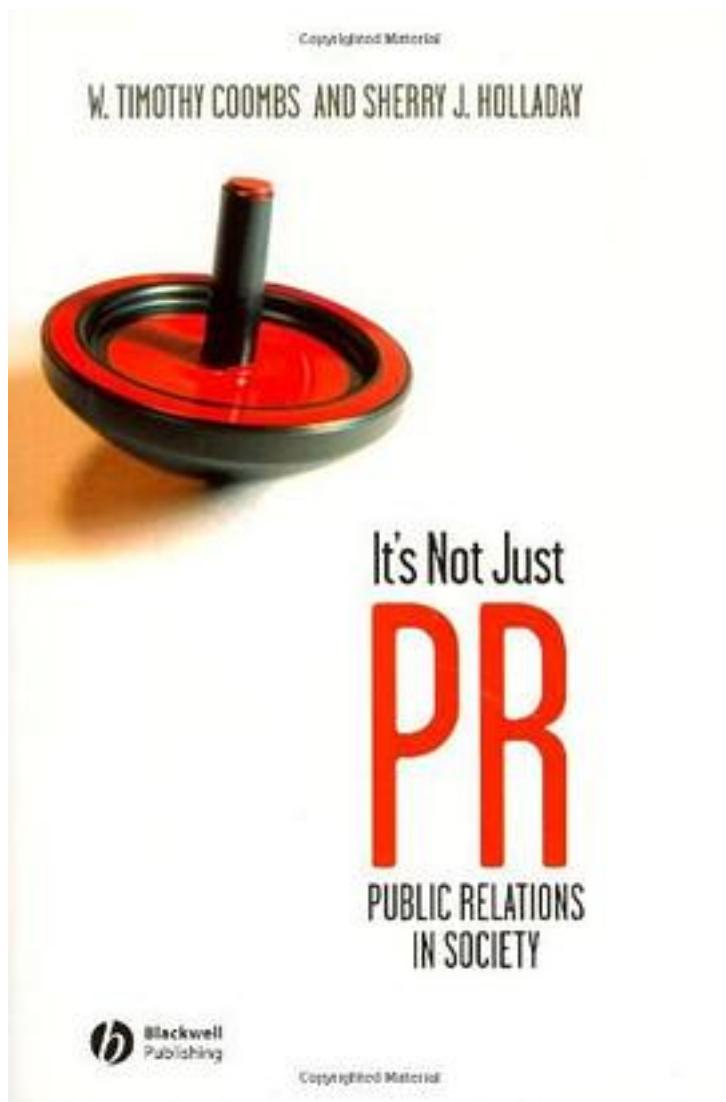


It's Not Just PR



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Public relations shapes and spins our news, influencing society's values, knowledge, and perceptions. Despite this, it often goes unnoticed. It's Not Just "PR" takes a balanced approach in assessing its impact, drawing on a diverse range of contemporary examples from global corporations through to the power of PR in the non-profit sector. * Investigates a broad range of examples, from Coca-Cola and corporate pharmaceutical companies, to the non-profit sector and reform labour practices in Latin America * Charts new territory by focusing on the effects and influence of public relations, both intended and unintended, in a discipline that has all too often concentrated on skills with little or no reflection on societal impact * Helps reveal why public relations is useful to society and how it has developed a negative public reputation * Includes practical debate about power issues in public relations theory and practice * Winner of the 2007 PRIDE award given by the PR Division of the National Communication Association

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