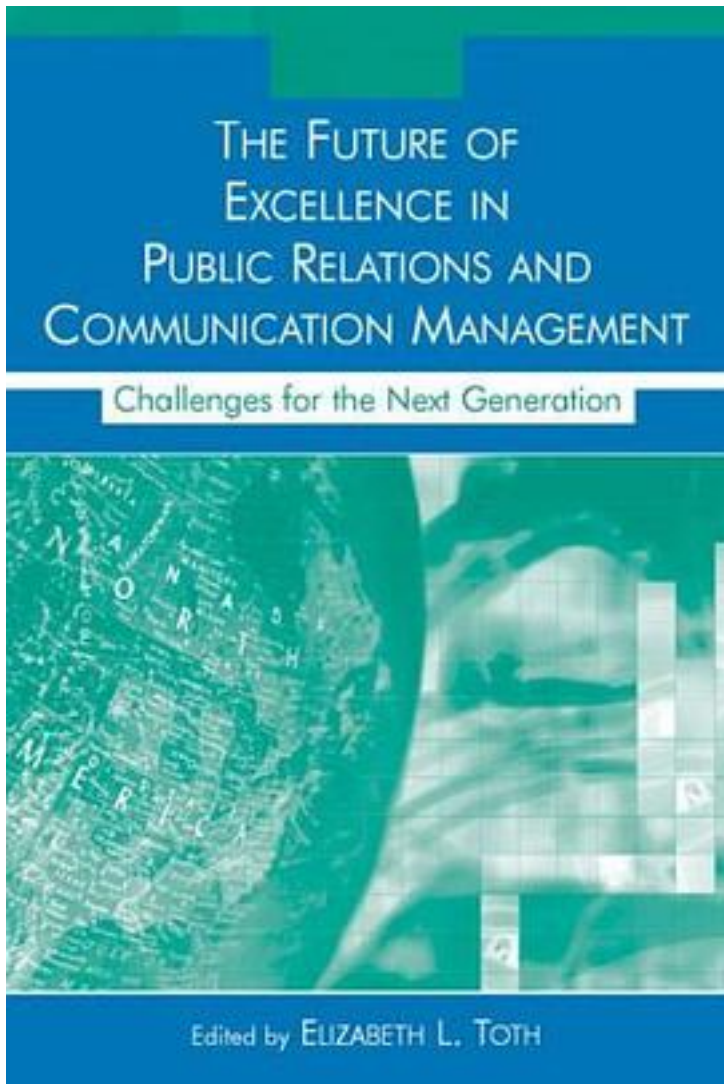


The Future of Excellence in Public Relations and Communication Management



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"The Future of Excellence in Public Relations and Communication Management" brings together a stellar collection of public relations scholars to address the question: What will happen to continue the seminal theory building in public relations, bolstered by the work of James E. Grunig and Larissa A. Grunig, and the groundbreaking 1992 IABC Excellence Study examining best practices in the field? This volume presents a challenge to future researchers, encouraging consideration of other theoretical research problems that will lead to improving the management practice of public relations. This collection advances scholarly and practitioner understanding of excellence in public relations and communication management, and as such, public relations and communications scholars, in addition to practitioners and graduate students studying these areas, will benefit immensely by reading the work in this volume.

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