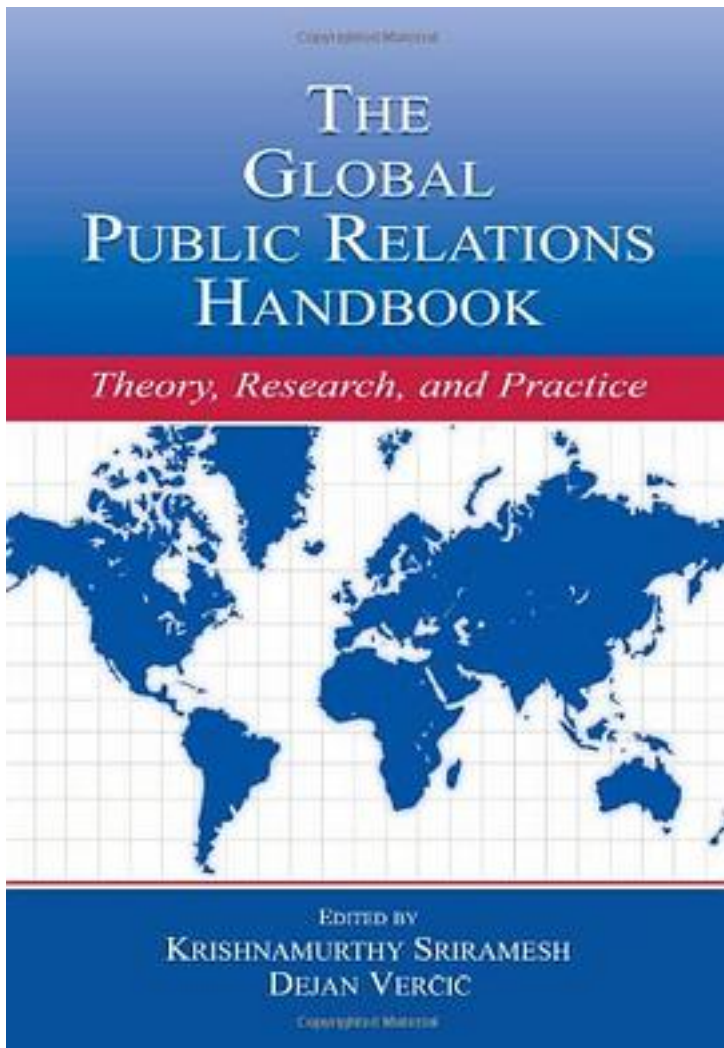


Global Public Relations Handbook



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Starting with a theoretical framework for global public relations research and practice, this book presents contributions that examine public relations practice as it takes place around the world. Each chapter covers the history, development and status of public relations within a specified country or area, and considers the profession in relation to such factors as: the political environment; the level of economic development; the culture; the media environment; and activism. A case study offers insights into the specifics of practice. The second section of the handbook provides a consideration of public relations practice in a global setting, with chapters analyzing the operations of: multinational corporations; foreign governments; international organizations; NGOs; and multinational public relations agencies.

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