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## Public Relations Strategy, Second Edition

By Sandra Oliver

Kogan Page Limited/Viva Books, 2008. Softcover. Book Condition: New. 2nd edition. This fully updated second edition of Public Relations Strategy is designed to challenge readers, introducing them to the intense discussion that is currently taking place on the nature of public relations and its role in developing and supporting management strategy. The book links models and theories of strategic management to the PR function and includes the way in which globalization and the internet are shaping and changing organizational PR strategy. Public Relations Strategy is aimed at seasoned public relations practitioners and students who, although aware of the tactical requirements of the profession (for example media relations, trade shows, publicity events, external publication production), struggle with issues related to overall corporate policies and planning. The book divides into eight key areas: ? the nature of PR as strategic management; ? the professional role of PR within organizations; ? how organizations attain and maintain their reputations; ? the role of internal communication as a human resource strategy; ? how PR is integrated into marketing plans; ? issues around PR planning and control; ? the social science research methods available to PR professionals; ? managing ethics in strategic and operational PR programming....



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