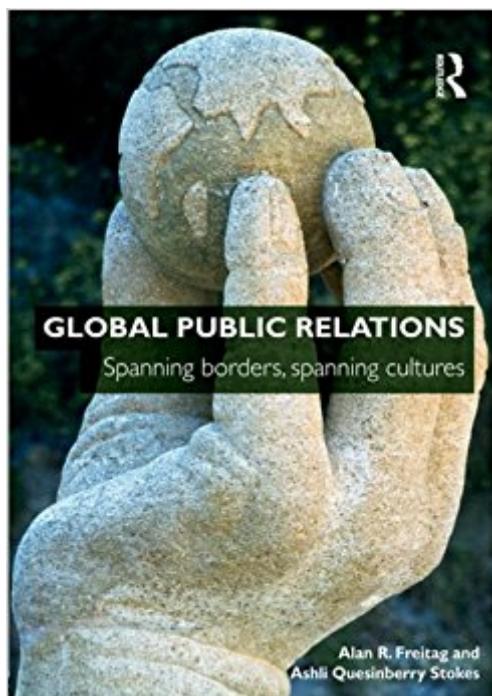


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Global Public Relations: Spanning Borders, Spanning Cultures



Synopsis

This text provides a structured and practical framework for understanding the complexities of contemporary public relations. It is an instructional book that guides the reader through the challenges of communication and problem solving across a range of organizations and cross-cultural settings. Written in a straightforward, lively style, the book covers: A foundational theories, and factors that shape the discipline communication across culture trends affecting the public relations profession throughout the world. Incorporating case studies and commentary to illustrate key principles and stimulate discussion, this book also highlights the different approaches professionals must consider in different contexts, from communicating with employees to liaising with external bodies, such as government agencies or the media. A Offering a truly global perspective on the subject, Global Public Relations is essential reading for any student or practitioner interested in public relations excellence in a global setting. A A companion website provides additional material for lecturers and students alike:

www.routledge.com/textbooks/9780415448154/

Book Information

File Size: 896 KB

Print Length: 329 pages

Page Numbers Source ISBN: 0415448158

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 1 edition (January 13, 2009)

Publication Date: January 13, 2009

Sold by: A Digital Services LLC

Language: English

ASIN: B0023ZLEIW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #175,238 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #43

in A Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Public Relations

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