



Public Relations Cases: International Perspectives

From Brand: Routledge



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This unique collection of contemporary international public relations case studies gives the reader in-depth insight into effective public relations practice in a range of organizational contexts. The cases demonstrate the breadth of modern public relations practice and the increasing importance and sophistication of this function both in public and private sector organizations.

This second edition of *Public Relations Cases* builds on the success of the previous edition to offer new insights into the changing face of contemporary public relations and the development of PR and communication strategies. The book also examines:

- The use of social media and blogging as a communications medium
- The growing importance of corporate social responsibility programmes
- Local authority identity change
- High profile international charitable fundraising
- Sports sponsorship
- Property sector PR.

Featuring cases from around the world, including the UK, India, Korea, Denmark, Croatia and the US, this book is an invaluable resource for teachers, researchers and students working in public relations, corporate communication and public affairs.

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Editorial Review

Review

"Fourteen chapters, presented by Moss (corporate and public affairs, U. of Chester, UK) and Powell (public relations, Manchester Metropolitan U., UK) in this second edition, offer case studies illustrating a variety of public relations practices and issues from a diverse set of countries such as the UK, India, Korea, Denmark, Croatia, and the US. The cases explore the development of public relations and communications strategies in general, and such specific topics as the use of social media and blogging as a communications medium, the growth of corporate social responsibility programs, local authority identity change, high profile international charitable fundraising, sports sponsorship, and property sector public relations." -- *©Feb 2011 Book News Inc.*

About the Author

Danny Moss is Professor of Corporate and Public Affairs at the University of Chester, UK.

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Barbara DeSanto is Professor and Director of the Communication Program at Maryville University, St. Louis, USA.

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