



Perspectives on Public Relations Research (Routledge Advances in Management and Business Studies)

Danny Moss, Dejan Vercic, Gary Warnaby

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The practice and study of public relations has grown significantly within Europe over the past decade, yet as a discipline, it remains a relatively unexplored field. This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice, and illustrate the diversity of perspectives that characterize this evolving area. Key issues discussed include:-

- * the contribution of public relations to strategic management in organizations
- * the feminization of public relations
- * the function of rhetorical study in our understanding of modern corporate dialogue
- * international perspectives of public relations.

A valuable aid to both students and practitioners, this fascinating book challenges some of the traditional assumptions about public relations practice.

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