

Public Relations: A Managerial Perspective

Danny Moss, Barbara DeSanto
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Public Relations

A MANAGERIAL PERSPECTIVE

Danny Moss
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Danny Moss, Barbara DeSanto : Public Relations: A Managerial Perspective before purchasing it in order to gauge whether or not it would be worth my time, and all praised Public Relations: A Managerial Perspective:

0 of 0 people found the following review helpful. Five StarsBy ASPurchased this for this for a class and it arrived on time.

Electronic Inspection Copy available for instructors here Taking a managerial perspective, this book explores public relations and its role in the wider organizational world. Contributors explore a variety of contexts in which the relevance of understanding these two interlinking domains is so paramount, such as corporate branding and reputation, government relations and community communications, as well as drawing on expertise of legal considerations and ethical awareness. The effective management of public relations is crucial within any organization, but a wider managerial awareness and support of its role is equally critical. Public Relations: A Managerial Perspective offers an

original and vital discussion of these challenges for second and third year undergraduate and postgraduate students of public relations, corporate communications and public affairs.

This is a good, worthwhile book concerning the managerial dimensions of public relations and communication practice. Study of the various chapters will provide knowledge and deepen application of skills in this field. I welcome its inclusion within the arsenal of literature in the public relations domain. -Professor Philip J. Kitchen, Brock University, Canada This new text, with contributions from communications leaders in the UK and the US, is expertly compiled by Danny Moss and Barbar DeSanto. The chapters explore the need for an improved connection between communications and modern practices of management, strategy and leadership, arguing that communications has failed to make headway in strategic management because practitioners are rarely schooled in management disciplines.-Sally Sykes, Health and Safety Executive, UK This is a good, worthwhile book concerning the managerial dimensions of public relations and communication practice. Study of the various chapters will provide knowledge and deepen application of skills in this field. I welcome its inclusion within the arsenal of literature in the public relations domain. -Professor Philip J. Kitchen, Brock University, Canada This new text, with contributions from communications leaders in the UK and the US, is expertly compiled by Danny Moss and Barbar DeSanto. The chapters explore the need for an improved connection between communications and modern practices of management, strategy and leadership, arguing that communications has failed to make headway in strategic management because practitioners are rarely schooled in management disciplines.-Sally Sykes, Health and Safety Executive, UK