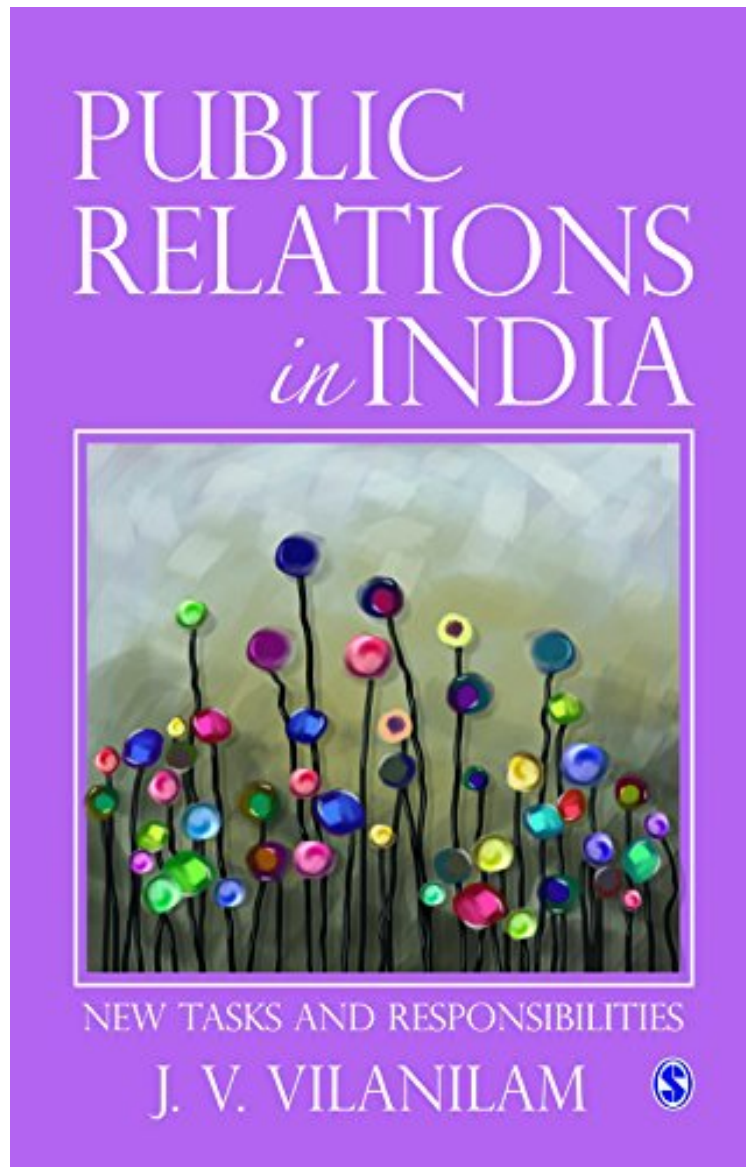


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Public Relations in India: New Tasks and Responsibilities

J V Vilanilam

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relations, the author argues that in India, PR must be viewed as a development tool geared towards socioeconomic progress. This argument is backed by case studies and practical examples of PR writing, PR concepts applicable to India and the latest techniques and gadgets used in PR practice. The book covers topics like Internal and External PR, Satellite and International Communication and Cross-cultural Communication and blends theoretical arguments with management case studies. The book aims to sensitize general readers as well as PR professionals about the increasingly socially responsible role that the PR function has to play in developing nations to help in all-round social uplift.

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