



Public Relations: A Managerial Perspective

Danny Moss, Barbara DeSanto

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Taking a managerial perspective on the field of public relations, this book explores Pr 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 range of Pr and corporate communications within any organization is critical and a managerial awareness of this is all the more important. In providing a framework and examination of the issues, *Public Relations: A Managerial Perspective* offers an original and vital discussion.

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