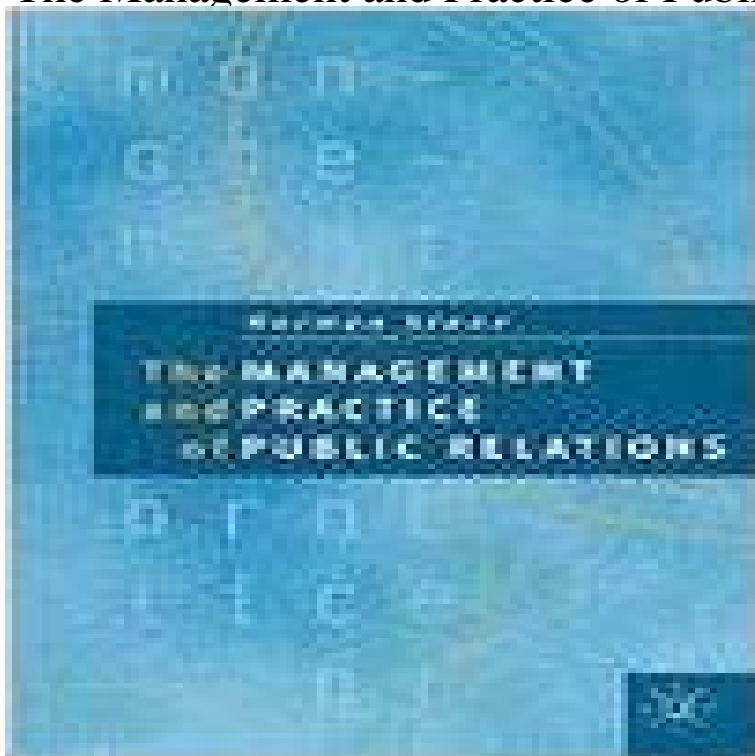


# The Management and Practice of Public Relations



Public Relations is one business function an organisation cannot decide it does not want. The only option is whether to manage PR as a conscious and deliberate activity, or to leave it to chance and hope for the best - a sure route to bad public relations. In this new text the author provides a comprehensive survey and analysis of PR drawing on a variety of illustrations and case histories and referring to a whole battery of techniques. It will be essential reading for students and others wishing to understand the dynamics and importance of Public Relations.

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