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awareness and enhancing their understanding of popular trends in media use.

Public relations has been swift to grasp social media, yet its impact on public relations practice remains relatively unexplored. This book focusses on a way of

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Understanding organizational identity construction in a virtual context, developing scholarship on the importance of a virtual presence in PR management, and further, to make sense of these identities as authentic, legitimate or plausible. Through a

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diverse group of empirical case studies, this book explores the global perspective on organizational identities which transcend global boundaries via the internet including Volkswagen's emissions scandal and Monsanto and organized social

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media protests. It also explores crowdfunding – an emerging form of capitalist development constructed through sensemaking in social media. By looking at the emergence of organization in today's social media environment, it identifies how the interactive is created

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on a digitally mediated platform, sharing knowledge and engaging individuals in organizational identity construction. Viewing the social construction of organizational identities through this lens, this innovative book locates how identities are plausible, authentic

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and legitimate - or not

– through their

ongoing

communication via

social media. It will be

of great interest to

academics teaching

and researching in

public relations,

organisational

communication and

social media.

Intercultural Public

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Relations: Theories
for Managing
Relationships and
Conflicts with
Strategic Publics
develops a coherent
framework to unify the
theories of public
relations and
intercultural
communication, and,
within the framework,
examines empirical
studies of intercultural

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interactions. This book follows an intercultural approach, which considers how individuals and entities with dissimilar cultural identities interact and negotiate to solve problems and reach mutually satisfying outcomes. This work provides a theory-driven, empirically supported

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framework that will inform and guide the research and practices of intercultural public relations.

Furthermore, it provides numerous levels of analysis and incorporates the use and challenges of social media. The book examines theories and issues in

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three integrated processes:
Identification of public's Relationship management Conflict resolution These areas represent the most critical functions that public relations contributes to organizational effectiveness:
scanning the environment,

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identifying strategic publics, and building long-term, quality relationships with these publics to reduce costs, gain support, and empower the publics themselves. In doing so, the book adopts simultaneously public-centered and organization-centered perspectives. This

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Unique work will serve as an essential reference for students, practitioners, and scholars in today's global public relations environment.

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advises on training and entry into the profession. The Public Relations Handbook combines theoretical and organizational frameworks for studying public relations with examples of how the industry works in practice. It draws on a range of promotional strategies and

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campaigns from
businesses, public
and non-profit
organizations
including the AA,
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a range of campaigns

from small and

multinational

corporations, local

government and

charities; a

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with new international

case studies updated

quarterly; specialist

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concepts, strategies
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limited to a managerial or PR perspective, this book provides a complete, holistic overview of the many ways communication can add value to an organization. Step by step, this text introduces the main concepts of the field, including discipline and function

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frameworks,
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corporate and
employer branding,
corporate social
responsibility,
stakeholder
management,
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commitment and
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to help reinforce key

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learning points, grasp the essential facts and digest and retain information, the text offers a comprehensive pedagogy, including: chapter summaries; a list of key words and concepts; case studies and questions at the end of each chapter. Principles are illustrated through

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a wealth of real life examples, drawn from a variety of big, small, global and local companies such as BMW Group, Hidria, Lego, Mercator, Krka, Barilla, Domino's Pizza, Gorenje, Si Mobil, BP, Harley-Davidson and Coca-Cola. This exciting new textbook is essential reading for

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all professional
corporate marketing
and communication
executives, as well as
undergraduate and
postgraduate students
of marketing and
public relations, not to
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Public policy thinking and implementation is both a process of intellectual thought and rationale for governing. This book examines public policy and the influence news media organizations have in the production and implementation of public policy. Part I assesses the impact

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of political philosophy
on public policy
thinking and further
discusses the

meaning of public
policy in social
democratic systems.

It uses the riots that
occurred across

England in the
summer of 2011 as a
case-study to focus
on how the idea of the
'Big Society' was

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regenerated by
government and used
as a basis for public
policy thinking.

Finally, it investigates
how media
organizations form
news representations
of public policy issues
that seek to
contextualize and
reshape policy
manufactured for
public consumption.

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Part II provides a psychological exploration of the processes which explain the connection between the media, the public and policy-makers.

Does the 'common good' really drive public policy-making, or can group processes better explain what policy-

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makers decide? This second part of the book explores how media workers' professional identities and practices shape their decisions about how to represent policy news. It also shows how the public identities and corporate interests of media organizations shape their role as

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referees of public policy-making and how all this culminates in faulty decision-making about how to represent policy news, polarization in public opinion about particular policies, and shifts in policy-makers' decisions.

In the United States,
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some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-

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called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and

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decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be

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mitigated by social policies that can shape health in powerful ways.

Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can

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do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome.

A must-read for
students in public

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administration and nonprofit management programs! Managing Human Behavior in Public and Nonprofit Organizations, Fourth Edition, is designed to help students understand, manage, and influence the behavior of others in the workplace.

Esteemed authors

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Robert B. Denhardt,
Janet V. Denhardt,
and Maria P.

Aristigueta take an
action-oriented
approach by using
real-world
circumstances within
public and nonprofit
organizations to
illustrate key
concepts. Important
topics such as stress,
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motivation,
leadership,
communication,
teams, and change
give students a
foundational
understanding of the
basic issues that
affect human
behavior. In addition
to new cases and
examples from the
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sectors, the Fourth

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Edition features new material on leadership and organizational change, cultural diversity and generational diversity, and positive organizational behavior.

Domains Robert
"An excellent text for encouraging students to think critically about key public relations

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issues. Not only does it help students to develop a deeper appreciation of public relations, it also helps them to develop valuable learning skills." - Amanda

Coady, The Hague University "A typically excellent piece of work from Jacquie L'Etang. Critical of every basic concept

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and provocative to all students. Ideal for second and final year undergraduates, plus MA students." - Chris Rushton, Sunderland University "Extending beyond the usual bounds of insularity, this text is designed to encourage critical thought in students and improve practice in workplaces. A

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fills a void in the

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practice... it develops

critical thinking skills

while exposing

interdisciplinary

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approaches and providing a very solid foundation for lively debate and further study - Julia

Jahansoozi,
University of Central
Lancashire This book
introduces students to
the key concepts in
Public Relations, with
12 chapters providing
clear and careful
explanations of

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concepts such as:

Reputation Risk

Impression

management

Celebrity Ethics

Persuasion and

propaganda

Emotional and

spiritual dimensions of

management

Promotional culture

and globalization

Drawing on a wide

range of

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interdisciplinary sources, Jacquie L'Etang also encourages students to think critically about public relations as an occupation. Student exercises, 'critical reflections', vignettes and 'discipline boxes' help students to widen their intellectual perspective on the subject, and to really

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engage the thinking
that has shaped both
the discipline and
practice of public
relations.

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