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	Altri autori (Persone)	E. HinsonRobert AdaeEric Kwame
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Nota di contenuto	Chapter 1: Introduction – Enhancing Public Relations in Emerging Economies Genevieve Bosah, Robert Ebo Hinson, and Eric Kwame Adae -- Part 1: Public Sector Perspectives -- Chapter 2: Connecting With Farmers and Improving Engagement With Agricultural Extension Officers to Promote Sustainable Agriculture: The Role of Storytelling as a Public Relations Strategy Enoch Kwame Tham-Agyekum, Prince Asiedu, and John-Eudes Andivi Bakang -- Chapter 3: The Effects of Public Relations, Brand Image, and Identity on University Brand Equity: The Mediating Role of Reputation Ebenezer Asare Effah, Isaac Sewornu Coffie, Mohammed Majeed, and Chosniel Elikem Ocloo -- Chapter 4: Preaching Water and Drinking Wine: Transformational Leadership and Reputational Trust as Key Drivers of Sustainable Uptake of COVID-19 Social and Behavioral Change Messages in Uganda Barbra Natifu -- Chapter 5: Public Relations Via X: A Critical Study of Crisis Communication By Saudi Government Organisations During the COVID-19 Pandemic Ennas Al Kedm, Petya Eckler, and Michael Higgins -- Chapter 6: Healthcare Public Relations in Ghana: The Case of Two Teaching Hospitals Akwasi Bosompem Boateng -- Chapter 7: Exploring Public Relations and Strategic Communication in Health Services During the War in Tigray Gebru Kahsay Kiflu and Haftamu Kiros Tekare -- Chapter 8: The Significance and Challenges of AI-Driven PR Campaigns in Diverse Cultural Contexts: A Conceptual Framework Antoinette Yaa Benewaa Gabrah, Henry Boateng, Kojo Kakra Twum, and Enoch Opoku Antwi -- Part 2: Private Sector Perspectives -- Chapter 9: Branding in Flux: PR, Emotional Bonds, Trust, and Loyalty in Emerging Economies – A Case Study Approach Nivea Heluey and Maria Gutierrez -- Chapter 10: Digital Media Consumption and Corporate Reputation Management in Nigeria Charles Obeta and Igboanus Remigus -- Chapter 11: Internal Public Relations Management in Organisations in Ghana Akosua Kosei Kwarteng Asamoah and Paulina Kuranchie -- Chapter 12: Digital Transformation's Effect on PR and Strategic Communication in Palestinian Startups Shadi Abu-Ayyash -- Chapter 13: Conclusion Genevieve Bosah, Robert Ebo Hinson, and Eric Kwame Adae.
Sommario/riassunto	This book examines the nuances of public relations in the developing world. Offering a comprehensive exploration, description, analysis, and explanation of diverse PR strategies, tactics, and challenges, authors draw on insights from both the public and private sectors of developing societies. The chapters explore the unique cultural nuances, socio-political contexts, and emerging trends that continue to shape PR practices in emerging economies. The book examines how to effectively navigate complex regulatory environments, build strong relationships with publics, and leverage innovative communication strategies to achieve impactful results in the public and private sectors. This must-have book provides valuable insights into the challenges and opportunities facing PR professionals in emerging markets. Genevieve Bosah PhD is a Senior lecturer at the Department of Media and Communications, University of Hertfordshire, UK. She is an academic and a strategic communicator with more than 12 years of professional experience in Africa and Europe. She has worked with media institutions, governments and NGOs and is proficient in qualitative research, capacity development, strategy development and implementation as well as programme management, journalism and

strategic communications. Robert Ebo Hinson is Professor and Pro Vice-Chancellor at the Ghana Communication Technology University, Ghana. Robert has authored/edited several books and has over a hundred scientific publications to his credit. For the last twenty-five years he has consulted for and trained several public and private sector institutions globally in the general areas of Marketing, Sales, and Service Excellence; and served as well on the boards of local and international institutions. Eric Kwame Adaye PhD is Assistant Professor of Public Relations at Drake University School of Journalism and Mass Communication, US. He is an accredited public relations practitioner and was a communications consultant for over 15 years in Ghana. His research interests include responsible management, corporate social advocacy, corporate social responsibility, sustainability, critical public relations, and Afrocentricity.
