

1. Record Nr.	UNINA9910154707903321
Autore	Bourne Clea
Titolo	Trust, power and public relations in financial markets // Clea Bourne
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2017
ISBN	1-315-86752-4 1-317-96394-6 1-317-96395-4
Descrizione fisica	1 online resource (189 pages)
Collana	Routledge new directions in public relations & communication research
Disciplina	332
Soggetti	Finance Public relations Trust
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	PR in financial markets: "booms and busts" in trust -- Reframing trust, power & public relations -- Promoting state financial power: creditworthiness as trustworthiness -- Financial trade associations: territorial battles for trust -- Stock market storytelling and dalliances with trust -- Changing banking models, shifting trust relations -- Insurance, investment, pensions: rise of the robo-expert -- Financial exclusion: PR as activism and resistance -- Organising silence: public relations in financial silos -- Conclusion: revisiting the trust strategist's role.