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Nota di contenuto	Frontmatter -- Table of contents -- Chapter 1. Overview of public relations and communication management in Europe -- Chapter 2. Austria -- Chapter 3. Belgium -- Intermezzo. A constructivistic approach to public relations -- Chapter 4. Bosnia-Herzegovina -- Chapter 5. Bulgaria -- Chapter 6. Croatia -- Chapter 7. Estonia -- Chapter 8. Finland -- Intermezzo. The reflective paradigm of public relations -- Chapter 9. France -- Chapter 10. Germany -- Chapter 11. Greece -- Chapter 12. Hungary -- Chapter 13. Ireland -- Intermezzo. The transitional approach to public relations -- Chapter 14. Italy -- Chapter 15. Malta -- Chapter 16. The Netherlands -- Chapter 17. Norway -- Chapter 18. Poland -- Intermezzo. The public sphere as central concept of public relations -- Chapter 19. Portugal -- Chapter 20. Russia -- Chapter 21. Serbia and Montenegro (The Federal Republic of Yugoslavia) -- Chapter 22. Slovakia -- Chapter 23. Slovenia -- Intermezzo. Civil society and public relations -- Chapter 24. Spain -- Chapter 25. Sweden -- Chapter 26. Switzerland -- Chapter 27. Turkey

-- Intermezzo. Consensus-oriented public relations (COPR): A concept for planning and evaluation of public relations -- Chapter 28. United Kingdom -- Chapter 29. New perspectives of public relations in Europe -- Backmatter

Sommario/riassunto

The book challenges the notion that public relations in Europe is no more than a copy of the Anglo-American approach.
