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Nota di contenuto	1. 'It's a PR job' : the argument in overview -- 2. The PR industry from top to bottom -- 3. Profession of the decade : part one : why so pervasive? -- 4. Profession of the decade : part two : why so insistent? PR links to external and internal media and persuasion -- 5. The balance sheet -- 6. PR as manipulation and propaganda -- 7. Communicative equality and markets -- 8. PR, electoral politics and lobbying -- 9. PR, journalism and the media -- 10. Inside PR -- 11. A beneficial PR.
Sommario/riassunto	PR is a 2.3 billion UK industry with up to 50,000 jobs, a poor reputation and yet a pervasive influence on politics and markets. Historically, it has been mostly weak propaganda and market boosterism, yet it escapes sustained academic scrutiny. This topical book analyzes all aspects of public relations, challenging accepted views and examining the industry's position as a whole. The author argues that PR needs reform because it will not go away, and because it continues to grow. Incorporating the latest facts and figures, this analysis for advanced students of business and PR provides a fresh approach to a significant contemporary subject.