

1. Record Nr.	UNINA9910779706303321
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Titolo	Strategic public relations leadership // Anne Gregory and Paul Willis
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, N.Y. : , : Routledge, , 2013
ISBN	1-135-94673-6 0-415-66795-X 0-203-38473-3 1-135-94666-3
Descrizione fisica	1 online resource (177 p.)
Altri autori (Persone)	WillisPaul A
Disciplina	659.2
Soggetti	Public relations - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover ; Half Title ; Title Page ; Copyright Page ; Table of Contents ; List of figures ; List of tables ; Acknowledgements ; 1. Introduction; Aims, aspirations and approach ; The shape of the book ; Notes ; Part I: The strategic contribution of public relations; 2. A public relations view of the organisation; What an organisation is A management perspective A stakeholder perspective ; A public relations perspective ; The strategy contribution ; The stakeholder contribution ; Summary ; Notes ; 3. Leadership and public relations; Introduction ; Where do we start with leadership? ; Diving deeper Public relations and leadership come together Mind the gap: the need for more research ; Summary ; Notes ; 4. Supporting the chief executive; Introduction ; Stakeholder expectations and governance ; Accountability amplified by turbulence and scrutiny ; The changing organisational climate The need for trusted advisers Joined in adversity: the CEO and public relations leader

; Situational sensitivity ; Summary ; Notes ; 5. A new model of strategic public relations; Introduction ; Roles in general ; The four-by-four model ; The contribution of public relations at four strategic levels Societal levelCorporate level; Value-chain level; Functional level; The four attributes: DNA strands ; An excellent understanding of the brand; Leadership; Public relations as a core organisational competence; Excellence in planning, managing and evaluating public relations; Summary: the four principal roles ; Notes ; Part II: The preoccupations of public relations leader; 6. Contextual intelligence; Introduction ; What is contextual intelligence? Having the right strategic mindset

Sommario/riassunto

<P>Public relations is operating in an increasingly challenging and complex environment. Pressures from outside the organisation include new accountabilities, empowered stakeholders, increased public cynicism and a new communication landscape. Internally, there are increasing demands to demonstrate a return on investment, alongside a requirement to coach and counsel senior managers exposed to these environmental pressures. </P><P></P><P>This context requires public relations professionals to be able to clearly articulate and demonstrate their own contribution to organisational effectiveness. T
