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Nota di contenuto	It's Not Just PR Public Relations in Society; Copyright; Contents; Acknowledgments; Introduction to the Second Edition; 1 Does Society Need Public Relations?; Media Use and the Term "PR"; Criticisms of Public Relations; Popular press attacks on public relations; Common themes in critiques of public relations; Popular Press Books Describing the Importance of Public Relations; Positioning Public Relations; Social Media Revolution or Evolution?; Public Relations and the Marketplace of Ideas; Public Relations Literacy; Re-focusing Public Relations; Conclusion 2 Ethical Implications of Public Relations What Is Public Communication?; Ethical Responsibilities of PR as a Form of Public Communication; Ethical Perspectives; Professional Associations and Ethics; The Boundary spanning Role of the PR Professional; Tensions for PR Practitioners; Power Relationships; The Power of PR Professionals in the Corporation; A Postmodern Perspective on PR; Conclusion; 3 Who Practices Public Relations?; Corporate-centric Histories of Public Relations; Antagonistic Views of Corporations and Activists; Power and Marginalization First Reform Era: Abolitionism and Temperance Public relations aspect; Second Reform Era: The Muckrakers; Public relations aspect; Saul Alinsky: Activism in the 1960's; Public relations aspect; Birth of Issues Management; Public relations aspect; Internet Activism: Going Digital;

Pre-social-media Internet activism; Post-social media Internet activism; Public relations aspect; Labor Unions and Public Relations; Public relations aspect; Conclusion; 4 Public Relations Influences Society; Issues Management: A Framework of Effects on Public Policy; EPA bans Alar under pressure  
AMA's objection to national health insurance Local battles: retailing and healthcare; Shaping Public Behavior; Keep America Beautiful; Let's Move; Zombie Apocalypse; RED Campaign; Initiative Neue Soziale Marktwirtschaft (INSM); Private Politics; Nestle and Greenpeace; Starbucks and UK taxes; Mixing Policy, Social, and Private Changes: Direct-to-Consumer Advertising and Big Pharm; Conclusion; 5 Shifting the View of Public Relations; Reconsidering the Positioning of Public Relations: A Societal Focus; Revisiting the Definition of Public Relations Conflict: Exercise and resistance of power through public relations Detox campaign: exercising influence through public relations; The UN places human rights on the corporate agenda; Where We Have Been; References; Index

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### Sommario/riassunto

In the second edition of their award-winning book, W. Timothy Coombs and Sherry J. Holladay provide a broad and thorough look at the field of public relations in the world today and assess its positive and negative impact on society's values, knowledge, and perceptions. Uses a range of global, contemporary examples, from multi-national corporations through to the non-profit sector Updated to include discussion of new issues, such as the role and limitations of social media; the emergence of Issues Management; how private politics is shaping corporate behavior;

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