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Sommario/riassunto	The practice and study of public relations has grown significantly within Europe over the past decade, yet as a discipline, it remains a relatively unexplored field. This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice, and illustrate the diversity of perspectives that characterize this evolving area. Key issues discussed include:-* the contribution of public relations to strategic management in