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Nota di contenuto	Public Relations in Asia Pacific: Communicating Effectively Across Cultures; Contents; PREFACE; CHAPTER 1: Public Relations in Asia Pacific; You Can't Just "Spin" an Issue or Do a "PR Exercise"; Labeling a Profession; Exploding the Myths of Public Relations; PR as a One-Stop Communication Shop; Acknowledgment of Achievement; Longevity and Sustainability of PR; Model PR; Locating Public Relations in the Asia Pacific Context; Asia Pacific Model; CHAPTER 2: Public Relations Strategy; A Management Function; A Worked Example; CHAPTER 3: Connecting with the Media; The Media and Democracy So What is Media Relations?A Recipe for News; Media Releases; Photographs; Media Conferences and Briefings; Media Interviews; Media Kits; Feature Articles; Op-Eds; Letters to the Editor and Responses to Online Content; VNRs, ANRs, and B-Roll; Giving Good E-mail; The Best Time to Contact a Reporter; CHAPTER 4: Public Relations and Branding: PR as a Complete Brand-Building Toolbox; Public Relations and Marketing Battle It Out; All About the Brand; A Holistic Public Relations Approach; Branding the Bottom Line; CHAPTER 5: Building and Defending Corporate Reputation Developing a Corporate Reputation Program CEOs in the Spotlight;

CHAPTER 6: Marketing to Asia Pacific Consumers and Businesses; Estranged Bedfellows; Mind Your Ps; Diffusion of Information; Brand Relationships; Value of the Brand in Asia; Business-to-Business Marketing; CHAPTER 7: The Role of Public Affairs in Asia Pacific; Public Affairs Explained; Direct and Indirect Lobbying; Elements of a Public Affairs Campaign; Role of Government Relations; Why We Need Public Affairs; CHAPTER 8: Managing Issues and Communicating in a Crisis; What Is Issues Management?; Facing a Crisis-The 30:70 Equation Crisis Landmarks The 5Cs; How Asia Used to Think; Sacrificing the Short Term for the Long-Term Benefit; The Three Phases of a Crisis; CHAPTER 9: Talking to Ourselves; Internal and Change Communications; What Difference Will Communication Make?; The Critical Management of Organizational Change; CHAPTER 10: Corporations Taking Responsibility; What is Corporate (Social) Responsibility?; What is at Stake?; The Trust Bank; Three Areas of CSR; Partnership with Public Relations; "Triple Bottom Line" Reporting; The Four Principles of PR and CSR CHAPTER 11: The Big Three-Investor Relations, Healthcare Communications, and Technology Communications Investor Relations: Show Me the Money; Treating the Communications Patient; Turning Technospeak into Everyday Talk; CHAPTER 12: The Digital Generation; Everyone's a Hack; Social Media; Meet Joe Blog; Digital Media Tools; Social Media Minefields; Social Networks; Virtual Lifestyles; Resistance is Useless; CHAPTER 13: You'll Never Walk Alone; Toward Integration; PR Comes into Its Own; Revisiting PR as a One-Stop Shop; CHAPTER 14 Measuring Achievement; The "IOIO" Model of Measurement Advertising Value Equivalency (AVE)

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Sommario/riassunto

Public Relations in Asia Pacific reflects the growing professionalism in the practice of public relations in the world's fastest expanding economy. It is a carefully drawn road map, both strategically and tactically, for all manner of entities, for profit and not-for-profit on how to establish and maintain effective relationships with their numerous stakeholders. Particularly insightful are the many examples of public relations in action within the Asia Pacific region. It's a "must" read for those interested in public relations careers and those new to the profession; and it's a

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