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Sommario/riassunto

While public relations practice has become increasingly globalized, scholars are still behind in theorizing about the intersections of culture, communication, and power at this level of practice. This volume emphasizes theories and concepts that highlight global interconnectedness through a range of interpretative and critical approaches to understanding the global significance and impacts of public relations. Providing a critical examination of public relations' contribution to globalization and international power relations, the chapters included here explore alternative paradigms,