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Nota di contenuto	1. The public relations campaign to free Rosa Lee Ingram -- 2. A public relations-driven evolution -- 3. Fostering a new black identity -- 4. Michael Sam makes great gains for the LGBT -- 5. The war on tobacco -- 6. The campaign for tobacco-free kids -- 7. When music is the message -- 8. Battling the tide of public opinion to build support for a Jewish state -- 9. Feminism from the Feminine Mystique to Lean In -- 10. The American civil rights movement -- 11. The Triangle Shirtwaist Factory fire and the rise of the labor safety movement -- 12. The fight against income inequality -- 13. Taking depression out of the closet -- 14. The temperance movement -- References -- About the authors -- Index.
Sommario/riassunto	While the profession of public relations is only a century old, man has been practicing the art of influencing public attitudes since the dawn of civilization. This book looks at modern America through the lens of public relations, showing how many of the events that have changed the course of our nation's modern history were triggered by campaigns to influence attitudes, opinions, and behaviors. And while the channels may have evolved in the modern era--from radio and newspapers, billboards and magazine ads, to television and the Internet, to Tumblr and Instagram--the underlying power of public relations to shape organizations and issues, and to change human behavior has not. Inside this book you'll find case studies on campaigns from the Women's Movement through Civil Rights to public education on health

and safety issues that document the role public relations has played in shaping contemporary American culture and society.
