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Collana	LEA's communication series
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Soggetti	Corporations - Public relations Corporations - Political activity Social responsibility of business
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Contents; Preface; I: Introduction; 1 An Overview of Corporate Public Affairs; II: Interest Group Strategies; 2 Interest Group Strategies and Forms of Opinion Leader Communication; 3 Conflict Resolution: Mediation and Negotiation; III: Media Strategies; 4 Proactive Media Relations; 5 Gaining Semicontrol Over the Media: Broadcast Appearances; 6 Gaining Complete Control Over the Media: Advocacy Advertising; 7 Holding the Media Accountable and Suing; 8 Bypassing the News Media: Direct Communication; IV: Governmental Strategies; 9 Direct Lobbying; 10 Grassroots Lobbying; 11 Electoral Activities 12 Litigation CommunicationV: Dominance Versus Competition; 13 Ascendancy of Corporate Power; 14 Constructing a Competitive Political Marketplace; 15 Heeding the Public Interest; Author Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W; Y; Z; Subject Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Y; Z;
Sommario/riassunto	Exploring the increasing interest in public affairs by organizations, the author indicates that more and more frequently corporations are establishing public affairs positions - typically within public relations

departments - to respond to issues and concerns arising out of the sociopolitical environment in which the corporation functions.

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