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; Situational sensitivity ; Summary ; Notes ; 5. A new model of strategic public relations; Introduction ; Roles in general ; The four-by-four model ; The contribution of public relations at four strategic levels Societal levelCorporate level; Value-chain level; Functional level; The four attributes: DNA strands ; An excellent understanding of the brand; Leadership; Public relations as a core organisational competence; Excellence in planning, managing and evaluating public relations; Summary: the four principal roles ; Notes ; Part II: The preoccupations of public relations leader; 6. Contextual intelligence; Introduction ; What is contextual intelligence? Having the right strategic mindset

Sommario/riassunto

<P>Public relations is operating in an increasingly challenging and complex environment. Pressures from outside the organisation include new accountabilities, empowered stakeholders, increased public cynicism and a new communication landscape. Internally, there are increasing demands to demonstrate a return on investment, alongside a requirement to coach and counsel senior managers exposed to these environmental pressures. </P><P></P><P>This context requires public relations professionals to be able to clearly articulate and demonstrate their own contribution to organisational effectiveness. T
