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	Nota di contenuto	CHAPTER 1: AFRICAN PERSPECTIVES -- CHAPTER 2: Challenges Of Ethics and Practice of Political Public Relations in Nigeria's Fourth

Republic Kunle Somorin -- CHAPTER 3: Visual Narratives, Social Media and National Image Construction: Strategic Lessons from the President of Ghana on Facebook Nana Kwame Osei Fordjour -- CHAPTER 4: Practices and principles for the application of public sector communication in selected Ethiopian public sectors Agaredech Jemaneh -- CHAPTER 5: Confronting LGBTQ Issues in Strategic Communication: President Akufo Addo's Response to the LGBTQ Bill in Ghana Daniel Appiah Gyeke -- CHAPTER 6: Exploring Public Perceptions and Engagement with Digital Public Relations Campaigns: A Qualitative Study Rhodalene Amartey -- CHAPTER 7: AI Integration, PR Strategies, Brand Reputation, and Stakeholder Perceptions: A Conceptual Framework Antoinette Yaa Benewa Gabrah, Henry Boateng, Kojo Kakra Twum & Enoch Opoku Antwi -- CHAPTER 8: Relationships With Stakeholders in Open Innovation Processes At Brazil And Colombian Companies Angela Preciado Hoyos & Maria Aparecida Ferrari -- CHAPTER 9: PUTTING OUT THE 'FIRE AND SAFEGUARDING BRAND IMAGE: PUBLIC RELATIONS AND STRATEGIC COMMUNICATION MANAGEMENT IN CHINESE REAL ESTATE ENTERPRISES Zizheng Yu -- CHAPTER 10: Breaking Barriers: Gender Dynamics and Women's Leadership in Vietnam's Public Relations Industry Van-Anh Nguyen, Ngoc Do, Trong Dang & Tuong-Minh Ly-Le -- CHAPTER 11: Between Dragged and Sunk: A Critical Analysis Of Public Relations Strategies In The Socio-Environmental Crises Of Mining Companies In Brazil Emmanuella Concalves, Brandao Rodrigues, Laura Nayara Pimenta & Sandra Nunas Leite -- CHAPTER 12: Purpose-Driven Campaigns as Public Relations (PR): Evidence From India Prof Asha Kaul & Vidhi Chaudhri -- CHAPTER 13: Digital PR and Sustainable Tourism in Romania: Opportunities for Hotel Brands in an Emerging Economy Ramona Pistol -- CHAPTER 14: Towards a New Era of Positive Public Relations: Insights from Emerging Economies CONCLUDING CHAPTER.

Sommario/riassunto

This book explores the dynamics of public relations (PR) in emerging economies across Africa, South America, and Asia. Offering an in-depth examination of the cultural, political, and media landscapes that define PR practices in these regions, chapters highlight innovative approaches, challenges, and opportunities for both scholars and practitioners. The authors explore the unique ways organisations address ethical dilemmas, respond to crises, and leverage purpose-driven campaigns to build trust and safeguard reputations. Offering insights into the integration of digital tools and AI in PR, the book explores the evolution of gender dynamics in leadership, the role of PR in addressing socio-environmental crises and stakeholder engagement. A valuable resource for PR practitioners, academics, and students, this book bridges global trends with local adaptations, offering practical guidance and a thought-provoking analysis on the exciting and complex world of public relations in emerging economies. Genevieve Bosah PhD is a Senior lecturer at the Department of Media and Communications, University of Hertfordshire, UK. She is an academic and a strategic communicator with more than 12 years of professional experience in Africa and Europe. She has worked with media institutions, governments and NGOs and is proficient in qualitative research, capacity development, strategy development and implementation as well as programme management, journalism and strategic communications. Robert Ebo Hinson is Professor and Pro Vice-Chancellor at the Ghana Communication Technology University, Ghana. Robert has authored/edited several books and has over a hundred scientific publications to his credit. For the last twenty-five years he has consulted for and trained several public and private sector institutions globally in the general areas of Marketing, Sales, and

Service Excellence; and served as well on the boards of local and international institutions. Eric Kwame Aday PhD is Assistant Professor of Public Relations at Drake University School of Journalism and Mass Communication, US. He is an accredited public relations practitioner and was a communications consultant for over 15 years in Ghana. His research interests include responsible management, corporate social advocacy, corporate social responsibility, sustainability, critical public relations, and Afrocentricity.
