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Sommario/riassunto

This book examines the nuances of public relations in the developing world. Offering a comprehensive exploration, description, analysis, and explanation of diverse PR strategies, tactics, and challenges, authors draw on insights from both the public and private sectors of developing societies. The chapters explore the unique cultural nuances, socio-political contexts, and emerging trends that continue to shape PR practices in emerging economies. The book examines how to effectively navigate complex regulatory environments, build strong relationships with publics, and leverage innovative communication strategies to achieve impactful results in the public and private sectors. This must-have book provides valuable insights into the challenges and opportunities facing PR professionals in emerging markets. 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 Adaye 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.
