

1. Record Nr.	UNIORUON00429987
Autore	KOCH, Werner B.
Titolo	Antizipation des Fortschritts oder utopische Regression : zur Kritik der bürgerlichen Kulturtheorie / vorgelegt von Werner B. Koch
Pubbl/distr/stampa	Frankfurt am Main, : Johann Wolfgang Goethe-Universität, 1978. -381 p. ; 21 cm
Descrizione fisica	Sul front.: Inauguraldissertation zur Erlangung des Grades eines Doktors der Philosophie im Fachbereich Neuere Philologien der Johann Wolfgang Goethe-Universität in Frankfurt am Main.
Disciplina	801.93
Soggetti	BORGHESIA Estetica - Germania
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910679784803321
Autore	Moloney Kevin <1943->
Titolo	Rethinking public relations : the spin and the substance / / Kevin Moloney
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2000
ISBN	1-134-60358-4 1-280-31773-6 0-203-46250-5
Descrizione fisica	1 online resource (ix, 196 pages)
Collana	Routledge advances in management and business studies Rethinking public relations
Classificazione	05.31
Disciplina	659.2
Soggetti	Public relations Mass media and business
Lingua di pubblicazione	Inglese
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Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	1. 'It's a PR job' : the argument in overview -- 2. The PR industry from top to bottom -- 3. Profession of the decade : part one : why so pervasive? -- 4. Profession of the decade : part two : why so insistent? PR links to external and internal media and persuasion -- 5. The balance sheet -- 6. PR as manipulation and propaganda -- 7. Communicative equality and markets -- 8. PR, electoral politics and lobbying -- 9. PR, journalism and the media -- 10. Inside PR -- 11. A beneficial PR.
Sommario/riassunto	PR is a 2.3 billion UK industry with up to 50,000 jobs, a poor reputation and yet a pervasive influence on politics and markets. Historically, it has been mostly weak propaganda and market boosterism, yet it escapes sustained academic scrutiny. This topical book analyzes all aspects of public relations, challenging accepted views and examining the industry's position as a whole. The author argues that PR needs reform because it will not go away, and because it continues to grow. Incorporating the latest facts and figures, this analysis for advanced students of business and PR provides a fresh approach to a significant contemporary subject.