

## Cutlip And Centers Effective Public Relations 11th Edition

Public Relations and Communication Management serves as a festschrift honoring the work of public relations scholars James E. Gruning and Larissa A. Grunig. Between them, the Grunigs have published 12 books and more than 330 articles, book chapters, and various academic and professional publications, and have supervised 34 doctoral dissertations and 105 master's theses. This volume recognizes the Grunig's contributions to public relations scholarship over the past four decades. To honor the Grunig's scholarship, this volume continues to expand their body of work with essays from renowned colleagues, former students, and research associates. The chapters discuss current trends in the field as well as emerging issues that drive the field forward. Sample topics include theories and future aspects of the behavioral, strategic management approach to managing public relations, and its linkages and implications to related subfields and key field issues. Contributions stimulate academic discussion and demonstrate the relevance of applied theories for the practice of public relations and communication management with up-to-date concepts, theories, and thoughts.

Inleidend studieboek over de theorie en praktijk van public relations.

Reflecting advances in theory, research, and application in the discipline since the publication of the Handbook of Public Relations in 2001, this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice. It presents major theories in the words of the leading advocates for each theory; positions public relations as a positive force to help make society more fully functional; and challenges academics and practitioners to identify best practices that can inform the work of those in the profession.

This handbook on Mediatization of Communication uncovers the interrelation between media changes and changes in culture and society. This is essential to understand contemporary trends and transformations. "Mediatization" characterizes changes in practices, cultures and institutions in media-saturated societies, thus denoting transformations of these societies themselves. This volume offers 31 contributions by leading media and communication scholars from the humanities and social sciences, with different approaches to mediatization of communication. The chapters span from how mediatization meets climate change and contribute to globalization to questions on life and death in mediatized settings. The book deals with mass media as well as communication with networked, digital media. The topic of this volume makes a valuable contribution to the understanding of contemporary processes of social, cultural and political changes. The handbook provides the reader with the most current state of mediatization research.

For courses in Introductory Public Relations. Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market.

When initially published in 2005, the two-volume Encyclopedia of Public Relations was the first and most authoritative compilation of the subject. It remains the sole reference source for any library serving patrons in business, communication, and journalism as it explores the evolution of the field with examples describing the events, changing practices, and key figures who developed and expanded the profession. Reader's Guide topics include Crisis Communications & Management, Cyberspace, Ethics, Global Public Relations, Groups, History, Jargon, Management, Media, News, Organizations, Relations, Reports, Research, and Theories & Models. Led by renowned editor Robert L. Heath, with advisory editors and contributors from around the world, the set is designed to reach a wide array of student readers who will go on to serve as opinion leaders for improving the image and ethics of the practice. The Second Edition continues to explore key challenges facing the profession, such as earning the trust and respect of critics and the general public. Much greater emphasis and space will be placed on a theme that was just emerging when the First Edition appeared: the Internet and social media as public relations tools. International coverage and representation has been greatly expanded, as well. Finally, biographies (which are now widely available on the Web) have been deleted to give room to areas of enhanced coverage, and biographical material are included where appropriate within the context of topical entries. However, a long entry on women pioneers in public relations has been included as an appendix.

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780136029694 .

Getting a public relations campaign or program off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated second edition of "Planning and Managing Public Relations Campaigns" provides a blueprint for all practitioners. It describes how to initiate and manage the ongoing development of a program in a structured way to benefit both the organization and its clients.

The National Perspectives on the Development of Public Relations: Other Voices series is the first to offer an authentic world-wide view of the history of public relations. It will feature six books, five of which will cover continental and regional groups. This last book in the series focuses on historiographical and theoretical approaches.

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. This context requires public relations professionals to be able to clearly articulate and demonstrate their own contribution to organisational effectiveness. This textbook provides public relations leaders with a framework to do this, as well as a checklist of essential capabilities which they must acquire and exhibit if they are to operate at the highest levels of any organisation. This short textbook is suitable for aspiring practitioners, MBA and other masters qualifications in public relations - especially for those students who wish to pursue a successful career as a professional PR specialist able to operate strategically at the top of successful organisations.

Public Relations and Social Theory: Key Figures, Concepts and Developments broadens the theoretical scope of public relations studies by applying the work of a group of prominent social theorists to make sense of the practice. The volume focuses on the work of key social theorists, including Max Weber, Karl Marx, John Dewey, Jürgen Habermas, Niklas Luhmann, Michel Foucault, Ulrich Beck, Pierre Bourdieu, Anthony Giddens, Robert Putnam, Erving Goffman, Peter L. Berger, Gayatri Chakravorty Spivak, Bruno Latour, Dorothy Smith, Zygmunt Bauman, Harrison White, John W. Meyer, Luc Boltanski and Chantal Mouffe. Each chapter is devoted to an individual theorist, providing an overview of that theorist's key concepts and contributions, and exploring how these can be applied to public relations as a practice. Each chapter also includes a box giving a short and concise presentation of

the theorist, along with recommendation of key works and secondary literature.

Explore a wide range of theoretical frameworks and themes for public relations in this comprehensive and authoritative work *Public Relations Theory: Capabilities and Competencies* is a comprehensive overview of the major theoretical perspectives in public relations, considering the evolution, diversification and merger of approaches that have been spurred by rapid changes in society, cultural boundaries, technology, and media environments. Authors Jae-Hwa Shin and Robert Heath explain both organizational and social theories of public relations, including cases and challenges to help students bring theory and research to bear on solving the daily challenges of public relations practice. Rather than advocate in favor of a particular theoretical view or position, *Public Relations Theory: Capabilities and Competencies* covers a broad range of theoretical perspectives and themes in public relations, including: An examination of excellence theory, contingency theory, rhetorical theory, and critical theory as these perspectives apply to public relations Issues management, crisis management, risk management and conflict management with respect to public relations Combining theory and practice for conceptualization and strategic execution of robust public relations programs and campaigns The importance of public relations ethics to serve the public good How to define “the public” or “relationships” in the field of public relations The book closes with discussion of emerging topics and the recent transformation of public relations theory to take diversity, technology, and global identity into account and offers insight into future direction. This book is perfect for upper level undergraduate and graduate students of public relations in journalism and communication. It will also be useful for public relations practitioners who hope to improve their understanding of the theoretical background and principles of their work and serve as an excellent reference for doctoral students and researchers in the area.

Provides a structured approach to understanding public relations and corporate communications. Focus is on professional skills development and approaches that are widely recognised as 'best practice'. Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected.

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Nonprofit organizations are managing to carry out sophisticated public relations programming that cultivates relationships with their key audiences. Their public relations challenges, however, have routinely been understudied. Budgetary and staffing restraints often limit how these organizations carry out their fundraising, public awareness and activism efforts, and client outreach. This volume explores a range of public relations theories and topics important to the management of nonprofit organizations, including crisis management, communicating to strengthen engagement online and offline, and recruiting and retaining volunteer and donor support.

This is a comprehensive and detailed examination of the field, which reviews current scholarly literature. This contributed volume stresses the role PR plays in building relationships between organizations, markets, audiences and the public.

"An easy to read textbook that will inspire public relations students and provide them with the principles and tools to understand the profession and succeed in their careers." —Chike Anyaegbunam, University of Kentucky "A great book on campaign planning with outstanding theoretical models that students will find useful. A textbook students will want to keep as a reference." —Gary Ford, Webster University *Public Relations Campaigns: An Integrated Approach* introduces students to the process of creating public relations campaigns using a hands-on approach that emphasizes the tools students will need when working in the industry. Authors Regina M. Luttrell and Luke W. Capizzo present real examples and current case studies to help students develop practical skills for creating more effective PR campaigns. Students are given multiple opportunities to practice and build their skills throughout the book by learning how to incorporate the PESO model—Paid media, Earned media, Social media, and Owned media. The PESO model helps students understand the importance of creating integrated campaigns that coordinate PR efforts with both advertising and marketing. Give your students the SAGE edge! SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Learn more at [edge.sagepub.com/luttrell](http://edge.sagepub.com/luttrell).

This book presents a unique overview of public relations history, tracing the development of the profession and its practices in a variety of sectors, ranging from politics, education, social movements, and corporate communication to entertainment. Author Cayce Myers examines the institutional pressures, including financial, legal, and ethical considerations, that have shaped public relations and have led to the parameters in which the practice is executed today, exploring the role that underrepresented groups and sectors (both in the U.S. and internationally) played in its formation. The book presents the diversity and nuance of public relations practice while also providing a cohesive narrative that engages readers in the complex development of this influential profession. *Public Relations History* is an excellent resource for upper-level undergraduate and graduate courses covering public relations theory, management, and administration; mass communication history; and media history.

This practical, comprehensive work is widely regarded as the standard course text and practitioner reference on public relations research. Don W. Stacks explains the key role of research in all aspects of contemporary PR practice, from planning a program or campaign to making strategic changes and measuring outcomes. Step-by-step guidelines and tools are provided for using a wide range of qualitative and quantitative methods to accomplish essential research objectives. The book clearly explains technical aspects of data collection and analysis for readers new to measurement and statistics. Every chapter features review questions and a detailed practice problem. A test bank, suggested readings, case studies, and PowerPoint slides are available to instructors using the book in their courses; see the preface for details.

Canada's most comprehensive textbook on public relations and marketing communications featuring 20 expert contributors.

*Promoting Nonprofit Organizations* is a practical guide to developing and implementing a strategic public relations program to enhance a nonprofit's reputation. The ways in which businesses – both for-profit and not-for-profit –

communicate with customers has changed dramatically in recent years. Coupled with economic uncertainty, nonprofits have had to adopt a leaner operational mode, further underlining the need for organizations to take advantage of all the promotion strategies available to them. This book: Discusses why public relations and reputation management go hand-in-hand with marketing efforts Offers a step-by-step guide to develop a public relations strategy Considers the importance of nonprofit sustainable citizenship Provides tips for reputation enhancement using a range of tools, such as social media and board ambassadorship Guides the reader in developing a reputation approach to crisis communication management Highly practical in its approach, this book is a great guide for students in public relations and nonprofit management courses, as well as for professionals seeking to enhance the success of their nonprofit organization.

Thousands of public relations (PR) students and professionals have relied on this authoritative text to understand the key role of research in planning and evaluating PR campaigns. Revised and expanded to reflect today's emphasis on standards-based practice, the third edition has a heightened emphasis on setting baselines, creating benchmarks, and assessing progress. Stacks presents step-by-step guidelines for using a wide range of qualitative and quantitative methods to track output, outtakes, and outcomes, and shows how to present research findings clearly to clients. Every chapter features review questions and a compelling practice problem. PowerPoint slides for use in teaching are provided at the companion website. Instructors requesting a desk copy also receive a supplemental Instructor's Manual with a test bank, suggested readings, and case studies. New to This Edition: \*Chapter on standardization, moving beyond the prior edition's focus on best practices. \*Chapter on different types of data sets, with attention to the advantages and disadvantages of using Big Data. \*Addresses the strategic use of key performance indicators. \*Covers the latest content analysis software. Pedagogical Features: \*Each chapter opens with a chapter overview and concludes with review questions. \*End-of-chapter practice problems guide readers to implement what they have learned in a PR project. \*Appendix provides a dictionary of public relations measurement and research terms. \*Supplemental Instructor's Manual and PowerPoint slides.

Culture and Public Relations explores the impact of culture "societal and organizational" through the global lens of public relations. Structuring the volume around three themes -- culture as an environment for public relations; the culture of PR globally; and the impact of PR on culture -- the editors bring together compelling discussions on such questions as how spirituality, religion, and culture have affected public relations, and how public relations culture has been affected by the "corporate cultures" of business enterprises. Additionally, the volume provides studies on the effect of culture on public relations practice in specific countries. With contributors from Europe, Asia, Australia, and North America, this collection offers international perspectives on a topic that is growing increasingly important in public relations study and practice. It is required reading for scholars, researchers, and students in public relations and also has much to offer the business discipline, for those seeking to integrate culture and communication to their practices.

All public relations emerges from particular environments, but the specific conditions of Israel offer an exceptional study of the accelerators and inhibitors of professional development in the history of a nation. Documenting and analyzing the contribution of one profession to building one specific nation, this book tells the previously-untold story of Israeli public relations practitioners. It illustrates their often-unseen, often-unacknowledged and often-strategic shaping of the events, narratives and symbols of Israel over time and their promotion of Israel to the world. It links the profession's genesis -- including the role of the Diaspora and early Zionist activists -- to today's private and public sector professionals by identifying their roots in Israel's cultural, economic, media, political, and social systems. It reveals how professional communicators and leaders nurtured and valued collectivism, high consensus, solidarity, and unity over democracy and free speech. It investigates such key underpinning concepts as Hasbara and criticizes non-democratic and sometimes unethical propaganda practices. It highlights unprecedented fundraising and lobbying campaigns that forged Israeli identity internally and internationally. In situating Israeli ideas on democracy in the context of contemporary public relations theory, *Public Relations and Nation Building* seeks to point ways forward for that theory, for Israel and for the public relations of many other nations.

What is public relations? What do public relations professionals do? And what are the theoretical underpinnings that drive the discipline? This handbook provides an up-to-date overview of one of the most contested communication professions. The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations. It introduces key concepts, models, and theories, as well as new theorizing efforts undertaken in recent years. Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions, this handbook presents readers with a great diversity of perspectives in the field.

The *Public Relations Handbook, Fifth Edition* provides an engaging overview and in-depth exploration of a dynamic and ever evolving industry. The diverse chapters are united by a set of student friendly features throughout, including clear chapter aims, analytical discussion questions, and key further reading. Featuring wide ranging contributions from key figures in the PR profession, the new edition presents a new chapter on public relations and activism, alongside discussion of key critical themes in public relations research and exploratory case studies on public relations practices in relation to a variety of different institutions, including The Bank of Scotland, Queen Margaret University, Diabetes UK, Continental Tyres, and Action for Children. Split into four parts exploring key conceptual themes of the context of public relations, strategic public relations, stakeholder public relations, and shaping the future, the book offers coverage of essential areas including: public relations, politics and the media media relations in the social media age using new technology effectively in public relations public relations and engagement in the not-for-profit sector business-to-business public relations the public relations of globalisation. Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9781412915403 .

Along with such traditional management tools as budgeting, HR, planning, and leadership, *The Practice of Government Public Relations, Second Edition* demonstrates that the 21st-century government administrator needs new tools to address the changing context of government communication. It provides public managers with an understanding of the uses of public relations as tools to advance the goals of public agencies, including media relations, an informed public, public branding, listening to the citizenry, and crisis management. While no manager can be an expert in all aspects of public administration, this book will help managers know what external communications tools are

available to them for advancing the mission and results of their agencies. The authors argue that government public relations activities can serve three broad purposes: mandatory activities, which support governance; optional activities, which offer a pragmatic means of improving policy outcomes, inputs, and impacts; and dangerous but powerful activities, which may serve political interests. The book focuses on practitioners throughout the public sector, including the U.S. federal government, state and local governments, and public administrators outside of the U.S. Several new chapters address the use of digital communications as social media and the resultant rapid diffusion of information has transformed the responsibility, accessibility, and vulnerability of government communications. In addition, two new chapters examine the topic of branding, its growing influence in the public sector, and how it can be used to connect with citizens and increase public engagement. The Practice of Government Public Relations, Second Edition is designed to help government managers at various levels of administration looking to specialize in public relations, those assigned to communications offices, and program managers seeking innovative and cost-effective ways to implement their programmatic missions. It will also be of interest to students of public administration who will become the government workers of the future.

*Paradox in Public Relations: A Contrarian Critique of Theory and Practice* is a thought-provoking exploration of public relations, aiming to promote changes in meaning and perception by creating new meta-realities for public relations. The term "Public Relations" was embraced by early practitioners primarily because it sounded more professional than the often-pejorative alternatives. This book argues for a reframing of some of the popular realities associated with modern-day public relations and uses psychological and organizational change theory to critique paradoxes in public relations theory and practice. By examining public relations through the lens of paradox, we can begin to identify the logical fallacies that have inhibited progress and innovation in public relations practice and theory. The book explores the paradoxical nature of key concepts, including public interest, relationship management, accountability, stewardship, loyalty, community, and ethics. It also recommends new conceptualizations for understanding the field. This book will be of interest to media, communication, public relations, and advertising faculty and graduate students, particularly those interested in public relations theory and ethics. Scholars from other disciplines can also use this exploration of paradox in PR as a learning tool for identifying logical fallacies and inconsistencies.

*Effective Public Relations* presents a comprehensive summary of public relations concepts, theory, principles, history, management, and practices. This "bible" of the public relations field continues in its role as the single most authoritative and complete reference for public relations professionals. Still the most comprehensive and authoritative introductory book, continuing its long-standing tradition as the most-cited reference book. Often referred to as the "bible of public relations," the new edition covers the many aspects of public relations theory and practice in a variety of settings. This text also serves as the basic reference for accreditation programs worldwide. Updates examples, sources, and references to provide readers with contemporary cases, contexts, and perspectives that illustrate major concepts and issues essential to understanding the field. The new edition offers an up-to-date synthesis and interpretation of the scholarly and professional literature. Expands discussions of how the public relations field relates to marketing, integrated marketing communication (IMC), and related management functions, clarifying the unique and essential role of the public relations management function in organizations. An excellent, essential desk reference for those in the practice.

*Effective Public Relations, Eighth Edition* presents a comprehensive summary of public relations concepts, theory, principles, history, management, and practices. This "bible" of the public relations field continues in its role as the single most authoritative and complete reference for public relations professionals. Still the most comprehensive and authoritative introductory book, continuing its long-standing tradition as the most-cited reference book. Often referred to as the "bible of public relations," the new edition covers the many aspects of public relations theory and practice in a variety of settings. The Eighth Edition also serves as the basic reference for accreditation programs worldwide. Updates examples, sources, and references to provide readers with contemporary cases, contexts, and perspectives that illustrate major concepts and issues essential to understanding the field. The new edition offers an up-to-date synthesis and interpretation of the scholarly and professional literature. Expands discussions of how the public relations field relates to marketing, integrated marketing communication (IMC), and related management functions, clarifying the unique and essential role of the public relations management function in organizations. An excellent, essential desk reference for those in the practice.

This book examines the state of strategic communication as a discipline and how it has emerged as a unique area of scholarship in the beginning of the 21st century. Strategic communication encompasses all communication that is substantial for the survival and sustained success of entities like corporations, governments, non-profits, social movements, and celebrities. A major aspect of the field is the purposeful use of communication by an organization to engage in conversations of strategic significance to its goals. The contributions in this book provide unique insights, make compelling arguments, and highlight promising areas of scholarship in strategic communication.

Presented in four parts, the chapters explore the emergence of strategic communication, its conceptual foundations, its expanding body of knowledge, and the foundation for further development and new directions in the field. Of interest to those studying communication from the perspectives of communication science, management theory, organizational studies, or business administration, this volume will also be useful for readers who are new to strategic communication, and who are interested in the field for its new avenues of research. This book was originally published as a special issue of the *International Journal of Strategic Communication*.

*How Propaganda Became Public Relations* pulls back the curtain on propaganda: how it was born, how it works, and how it has masked the bulk of its operations by rebranding itself as public relations. Cory Wimberly uses archival materials and wide variety of sources — Foucault's work on governmentality, political economy, liberalism, mass psychology, and history — to mount a genealogical challenge to two commonplaces about propaganda. First, modern propaganda did not originate in the state and was never primarily located in the state; instead, it began and flourished as a for-profit service for businesses. Further, propaganda is not focused on public beliefs and does not operate mainly through lies and deceit; propaganda is an apparatus of government that aims to create the publics that will freely undertake the conduct its clients' desire. Businesses have used propaganda since the early twentieth century to construct the laboring, consuming, and voting publics that they needed to secure and grow their operations. Over that time, corporations have become the most numerous and well-funded apparatuses of government in the West, operating privately and without democratic accountability. Wimberly explains why liberal strategies of resistance have failed and a new focus on creating mass subjectivity through democratic means is essential to countering propaganda. This book offers a sophisticated analysis that will be of interest to scholars and advanced students working in social and political philosophy, Continental philosophy, political communication, the history of capitalism, and the history of public relations.

Rev. ed. of: *Effective public relations* / Scott M. Cutlip, Allen H. Center, Glen M. Broom. 9th ed. 2006.

A multidisciplinary collection on global public entity strategic communication *Research into public sector communication* investigates the interaction between public and governmental entities and citizens within their sphere of influence. Today's public sector organizations are operating in environments where people receive their information from multiple sources. Although modern research demonstrates the immense impact public entities have on democracy and societal welfare, communication in this context is often overlooked. Public sector organizations need to develop "communicative intelligence" in balancing their institutional agendas and aims of public engagement. The *Handbook of Public Sector Communication* is the first comprehensive volume to explore the field. This timely, innovative volume examines the societal role, environment, goals, practices, and development of public sector strategic communication. International in scope, this handbook describes and analyzes the contexts, policies, issues, and questions that shape public sector communication. An interdisciplinary team of leading experts discusses diverse subjects of rising importance to public sector, government, and political communication. Topics

include social exchange relationships, crisis communication, citizen expectations, measuring and evaluating media, diversity and inclusion, and more. Providing current research and global perspectives, this important resource: Addresses the questions public sector communicators face today Summarizes the current state of public sector communication worldwide Clarifies contemporary trends and practices including mediatization, citizen engagement, and change and expectation management Addresses global challenges and crises such as corruption and bureaucratic roadblocks Provides a framework for measuring communication effectiveness Requiring minimal prior knowledge of the field, The Handbook of Public Sector Communication is a valuable tool for academics, students, and practitioners in areas of public administration, public management, political communication, strategic and organizational communication, and related fields such as political science, sociology, marketing, journalism, and globalization studies.

From the start, women were central to a century of westward migration in the U.S. *Community Building and Early Public Relations: Pioneer Women's Role on and after the Oregon Trail* offers a path forward in broadening PR's Caucasian/White male-gendered history in the U.S. Undergirded by humanist, communitarian, critical race theory, social constructionist perspectives, and a feminist communicology lens, this book analyzes U.S. pioneer women's lived experiences, drawing parallels with PR's most basic functions – relationship-building, networking, community building, boundary spanning, and advocacy. Using narrative analysis of diaries and reminiscences of women who travelled 2,000+ miles on the Oregon Trail in the mid-to-late 1800s, Pompper uncovers how these women filled roles of Caretaker/Advocate, Community Builder of Meeting Houses and Schools, served a Civilizing Function, offered Agency and Leadership, and provided Emotional Connection for Social Cohesion. Revealed also is an inevitable paradox as Caucasian/White pioneer women's interactional qualities made them complicit as colonizers, forever altering indigenous peoples' way of life. This book will be of interest to undergraduate and graduate PR students, PR practitioners, and researchers of PR history and social identity intersectionalities. It encourages us to expand the definition of PR to include community building, and to revise linear timeline and evolutionary models to accommodate voices of women and people of color prior to the twentieth century.

This book presents a comprehensive guide for public relations and strategic communication professionals and entrepreneurs to effectively manage the communication aspects of startups in the context of business in China. Drawing on interdisciplinary theories, current issues, and updated research evidence obtained from entrepreneurs and startup leaders in China, this concise volume provides research-based insights on the best practices for public relations and strategic communication in the unique context of startups. It addresses relationships with stakeholders, public relations practice, leadership communication, and how to leverage the power of social media in the entrepreneurial context. *Strategic Communication for Startups and Entrepreneurs in China* will be of great benefit to public relations and strategic communication scholars and practitioners, startup leaders and entrepreneurs interested in opportunities in China, and advanced students in public relations, business communication, and entrepreneurship.

For courses in Introductory Public Relations. Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. In the new edition, Glen Broom continues the work of Cutlip and Center by providing the most up-to-date reference for students.

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