

# Image as an international public relations concept

L. Erlbaum Associates - Managing national reputation and international relations in the global era: Public diplomacy revisited



Description: -

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Symbolism in politics

Corporate image

Public relationsImage as an international public relations concept

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international public relations concept

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## How to Build a Strong Brand Image

Olga Kaźmierczak, fashion PR expert, founder of academy By the book: PR is a feature of the management which consists of maintaining favorable relations with everyone surrounding the company, which determines its success or failure.

## 31 Public Relations Definitions

If the person who creates an image has a noble purpose, there's more likelihood, albeit no guarantee, that the image will be good and noble. Catto, 2002 and through the words of present-day American diplomat: »If the diplomacy is setting down, why am I so busy then? Image-making is sometimes seen as a negative activity. In the area of state branding undoubtedly the national tourist organizations are leading, that are effectively performing concrete strategic and creative international public relations, which in a synergetic manner contribute to the all of the effects of the public diplomacy of a particular state Kunczik, 2003: 415-416.

## Challenges of International Public Relations

Within such understanding we can locate also the concept of public diplomacy. To phrase it differently: PR is a never-ending story full of nuances, amazing characters, and unexpected plot twists. You need clarity about the groups you are targeting to craft an effective marketing strategy that will speak directly to their unique needs and concerns.

## International Public Relations Duties and Functions

Foreign Affairs 80 5 , 2-6.

## Managing national reputation and international relations in the global era: Public diplomacy revisited

PR is a set of tools we use in our everyday work to achieve the above-mentioned goal.

## logo

International Journal of Communication 12 : 41—65. In representation of one of the authors »the foreign politics is a formulation and a direction; and the diplomacy a communication and realization.

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