

Public diplomacy is essentially propaganda. It is a fact that public diplomacy does not consist only of informing in the sense of transmitting objective, »neutral« information, but is rather fundamentally defined exactly by its »intentionality«, or its intent to persuade. London: International Thompson

Publishing Company.

Challenges of International Public Relations

Ljubljana: Faculty of Social Sciences. Daily news and media reports cannot satisfy the needs of decision making processes in foreign policy and international issues in such a measure as more profound diplomatic reports, rich with information, sources, analyses and recommendations
Vukadinović, 1994: 248-249.

Image in public relations

In the personal as in the corporate case, the image should match reality. Next Steps for Solidifying Your Brand Image After you have drilled down and laid the foundation for your brand image, you can ramp up your promotion activities to build a loyal customer following and generate sales. The public relations industry is responsible for managing a company's reputation and relationships with customers and suppliers.

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