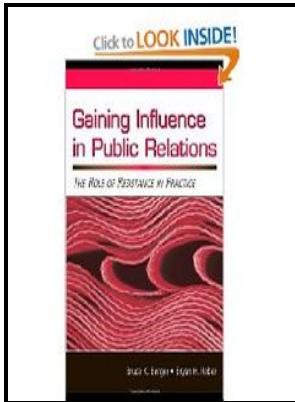


Gaining influence in public relations - the role of resistance in practice

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Journal of Organizational Behavior, 18, 17—42. Influence tactics by Asian-American and Caucasian-American managers.

13.3 The Power to Influence

By helping higher-ups be more effective, employees can gain more power for themselves and their unit as well. In addition, young professionals should talk to more senior executives to learn about their use of these strategies in practice and determine the best ones to use in their organizations based on executive preferences and organizational culture.

Is using social media "good" for the public relations profession? A critical reflection

Within organizations, commitment helps to get things done, because others can help to keep initiatives alive long after compliant changes have been made or resistance has been overcome. On the average, people who had been given the drink bought twice as many raffle tickets as those who had not been given the unsolicited drinks. The Communication Change Project at Whirlpool: Converting Power Into Performance.

Gaining Influence in Public Relations : The Role of Resistance in Practice

Effective rational persuasion includes the presentation of factual information that is clear and specific, relevant, and timely. When executives influence peers: Does function matter? The bases of social power. And what does it mean to do the right thing in public relations when organizational leaders make an inappropriate or questionable decision? Academy of Management Journal, 38, 232—260.

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