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Public Relations Management

By Jaishri Jethwaney, N.N. Sarkar

Sterling Publishers Pvt.Ltd. Paperback. Book Condition: new. BRAND NEW, Public Relations Management, Jaishri Jethwaney, N.N. Sarkar, The current century has witnessed a tremendous spurt in media and technology, thus making the job of a PR practitioner more challenging, but at the same time interesting. Constant media exposure on matters - social, economic political and corporate - has resulted in people demanding more accountability from those who govern them and also those in the marketplace. The new age media has brought about a paradigm shift on the power of the pen. Is it the mainstream media or the citizen journalists and bloggers, who spare no time in expressing their views on everything under the sun? And this has made a definite difference to organisations, who have to be much more vigilant than before. Public Relations has come centre stage in lending advise on areas that did not traditionally fall in its purview, especially in care management, corporate governance and corporate social responsibility. Those who study and practice PR have to understand the dynamics of the changing media matrix and acquire skills on how to handle various media. It is hoped, the book will provide many new insights and hands-on-skills to both...



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