



Public Relations Cases and Readings: International Perspectives

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This unique collection of contemporary international public relations case studies gives readers in-depth insights into the effective use of public relations in a range of organizational contexts. The cases examined demonstrate the breadth of contemporary public relations practice and the increasing importance and sophistication of the public relations function in both public and private sector organizations. Cases from the UK, Norway, Spain, Sweden, South Africa, Canada and the USA are featured

Offering valuable insights into the development of PR and communication strategies, the areas examined include:

- corporate identity change and management
- global reputation management
- crisis management in the oil and shipping industries
- exploiting strategic alliances between voluntary and private sector organizations
- public relations support for international branding and market entry
- the importance of internal communications during international mergers
- the integration of public relations and marketing communications
- business-to-business communications.

Also including analysis and discussion questions to support the case studies and maintaining a good balance between theory and practice it is an invaluable resource for teachers, researchers and students working in public relations, corporate communications and public affairs.

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