Olasky

Corporate Public Relations

A New Historical Perspective

This volume presents a historical and objective overview of the field of public relations in the past century. It discusses some of the landmark cases in public relations, critiques the philosophies of innovators such as Ivy Lee and Edward Bernays, and explores how corporate public relations has affected economic and political trends. The author concludes by offering long-term alternatives for the future of public relations valuable to both practitioners and corporate executives.



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