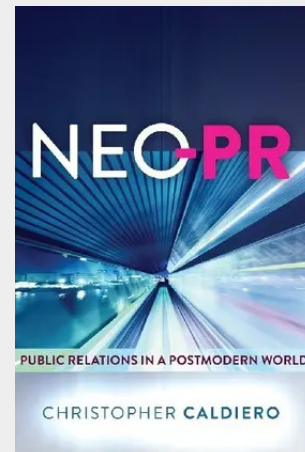


Neo-PR

Public Relations in a Postmodern World

Christopher Caldiero examines new ways of thinking about public relations practice in today's technological and postmodern world. His concept of «Neo-PR» and its thought-provoking principles re-examines and re-frames modernistic notions of public relations for today's burgeoning PR practitioners. The book begins by looking at the historical development of the public relations field in the context of the modernism movement of the early twentieth century. Drawing parallels to this movement, Caldiero argues that public relations practice was inevitably shaped by modernistic thinking. Using a series of recent and prevalent public relations cases, he then shines new light on different ways public relations can and must be practiced in our different world. These cases and organizations include the British Petroleum Deepwater Horizon crisis, Susan G. Komen and Planned Parenthood, The Boy Scouts of America, Penn State University, and SeaWorld. *Neo-PR: Public Relations in a Postmodern World* re-conceptualizes public relations as we've come to know it, and helps to prepare today's undergraduate and graduate public relations students for our postmodern world.

Christopher Caldiero examines new ways of thinking about public relations practice in today's technological and postmodern world. His concept of «Neo-PR» and its thought-provoking principles re-examines and re-frames modernistic notions of public relations for today's burgeoning PR practitioners. The book begins by looking at the historical development of the public relations field in the context of the modernism movement of the early twentieth century. Drawing parallels to this movement, Caldiero argues that public relations practice was inevitably shaped by modernistic thinking. Using a series of recent and prevalent public relations cases, he then shines new light on different ways public relations can and must be practiced in our different world. These cases and organizations include the British Petroleum Deepwater Horizon crisis, Susan G. Komen and Planned Parenthood, The Boy Scouts of America, Penn State University, and SeaWorld. *Neo-PR: Public Relations in a Postmodern World* re-conceptualizes public relations as we've come to know it, and helps to prepare today's undergraduate and graduate public relations students for our postmodern world.



41,85 €

39,11 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781433125348

Medium: Buch

ISBN: 978-1-4331-2534-8

Verlag: Peter Lang

Erscheinungstermin: 28.10.2015

Sprache(n): Englisch

Auflage: 2. Auflage 2015

Produktform: Gebunden

Gewicht: 366 g

Seiten: 135

Format (B x H): 155 x 231 mm

