



Public Relations Strategy

By Sandra Oliver

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This fully updated second edition of Public Relations Strategy is designed to challenge readers, introducing them to the intense discussion that is currently taking place on the nature of public relations and its role in developing and supporting management strategy. The book links models and theories of strategic management to the PR function and includes the way in which globalization and the internet are shaping and changing organizational PR strategy.

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Editorial Review

About the Author

Following a successful 20-year career in media and multinational industrial PR management, Sandra Oliver, PhD, PFIPR, FRSA, is currently Emeritus Professor at Thames Valley University, London, UK (TVU), where she was Programme Director of a Master s degree in Corporate Communication and a qualifying membership Diploma for the CIPR, and is now involved in a professional doctorate scheme.

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