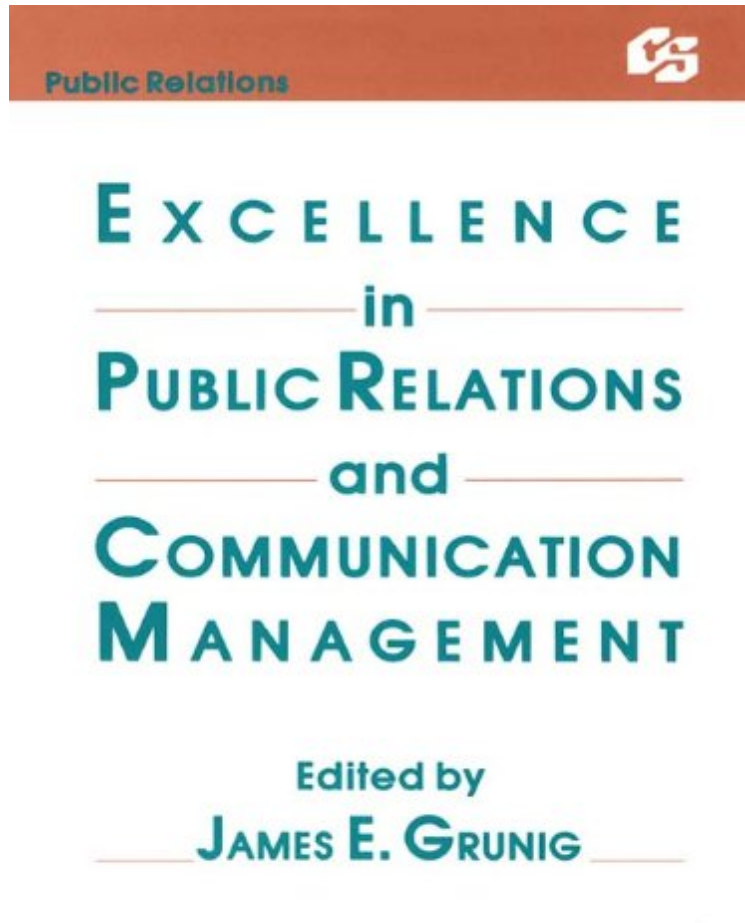


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Excellence in Public Relations and Communication Management (Routledge Communication Series)

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From Routledge : Excellence in Public Relations and Communication Management (Routledge Communication Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Excellence in Public Relations and Communication Management (Routledge Communication Series):

0 of 1 people found the following review helpful. Excellent resource for communications professionals By F. Jock
Excellent resource book. It's a lot to read and digest, but the information is invaluable for anyone considering a career in communications.
0 of 1 people found the following review helpful. Five Stars By TAO YANG
great
8 of 9 people found the following review helpful. Interesting Read--1st Phase in Larger Research Project By Carma Spence
I got the skinny on this project from Grunig himself--he was my advisor in graduate school. This is the opening introduction publication of a large research project he and his colleagues were conducting for the International

Association of Business Communicators (IABC). Taking their inspiration from Peters and Waterman's "In Search of Excellence", this book provides a comprehensive look at public relations, giving readers an idea of where the field is and where it is heading. I'd consider this a must-have resource for anyone wanting to move up the ranks as a public relations professional.

This book is the initial volume coming out of the "excellence project"--a comprehensive research effort commissioned by the IABC (International Association of Business Communicators) Research Foundation. The purpose of this project was to answer two fundamental questions about public relations: What are the characteristics of an excellent communication department? How does excellent public relations make an organization more effective, and how much is that contribution worth economically? The research team began its work with a thorough review of the literature in public relations and related disciplines relevant to these questions. What started as a literature review, however, has ended in a general theory of public relations, one that integrates most of the wide range of ideas about, and practices of, communication management in organizations.