## **Contents**



	Notes on contributors Preface	vii ix
Pa	rt I The context of public relations	1
1	<b>What is public relations?</b> <i>Johanna Fawkes</i>	3
2	<b>Public relations and communications</b> <i>Johanna Fawkes</i>	18
3	<b>Public relations, politics and the media</b> <i>Ian Somerville</i>	32
4	<b>Public relations and management</b> <i>Anne Gregory</i>	48
5	Professionalism and regulation	66
Pa	rt II Strategic public relations	81
6	Corporate communication Emma Wood	83
7	Corporate identity Emma Wood	95
8	Public affairs and issues management	115
9	Business ethics, public relations and corporate social responsibility  Ian Somerville	131

С	0	n	t	er	1	t	5	
	٠.	٠.	٠.				٠.	

νi

Pa	art III Stakeholder public relations	145	
10	Media relations	147	
11	Internal communications	164	
12	Corporate social responsibility in action: corporate community involvement and cause-related marketing	183	
13	An introduction to financial public relations Keeley Clarke	205	
14	Public sector public relations	218	
15	Consumer public relations	232	
16	Business-to-business public relations	249	
17	<b>Using the internet effectively in public relations</b> <i>Jo Chipchase and Alison Theaker</i>	256	
Part IV Shaping the future			
18	Changing media	285	
19	Research and evaluation - PR grows up?	299	
20	Future challenges for PR	320	
21	Coping with culture	332	
-	Bibliography Index	347 360	
		200	