

# CONTENTS

<i>List of figures</i>	vii
<i>List of tables</i>	ix
<i>List of contributors</i>	x
<i>Preface</i>	xiv
 <b>PART 1</b>	
<b>The context of public relations</b>	<b>1</b>
1 What is public relations? <i>Sarah Roberts-Bowman</i>	3
2 Public relations and communications <i>Sarah Roberts-Bowman</i>	25
3 Public relations, politics and the media <i>Sarah Roberts-Bowman and Gloria Walker</i>	45
4 Public relations and management <i>Anne Gregory</i>	67
5 Ethics, professionalism and regulation <i>Alison Theaker</i>	83
 <b>PART 2</b>	
<b>Strategic public relations</b>	<b>99</b>
6 Public relations and corporate communications <i>Sarah Roberts-Bowman and Gloria Walker</i>	101
7 Public relations and corporate identity <i>Emma Wood</i>	118
8 Risk, issues and crisis communication management: developing sustainable professional practice <i>Heather Yaxley</i>	134

vi CONTENTS

9	CSR Communication: the role of public relations in CSR <i>António Marques Mendes</i>	155
10	Measurement and evaluation <i>Mairead McCoy</i>	172
11	Globalisation and public relations <i>Averill Gordon</i>	191
<b>PART 3</b>		
	<b>Stakeholder public relations</b>	<b>209</b>
12	Media relations in the social media age <i>Philip Young</i>	211
13	Internal communications <i>Liam FitzPatrick</i>	226
14	Financial communications <i>Annette Spencer</i>	248
15	Public sector public relations <i>Susan Lilico Kinnear</i>	266
16	Consumer public relations <i>Michael Frohlich</i>	281
17	Business-to-business public relations <i>Loretta Milan</i>	295
18	Public relations and engagement in the not-for-profit sector <i>Alan Anstead</i>	307
19	Using new technology effectively – insights for strategic communication management <i>Heather Yaxley</i>	321
20	Activism and public relations <i>Philip Young</i>	338
<b>PART 4</b>		
	<b>Shaping the future</b>	<b>349</b>
21	Future challenges for PR <i>Alison Theaker</i>	351
	<i>Bibliography</i>	361
	<i>Index</i>	409