



Public Relations As Relationship Management: A Relational Approach To the Study and Practice of Public Relations (Routledge Communication Series)

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The emergence of relationship management as a paradigm for public relations scholarship and practice necessitates an examination of precisely what public relations achieves -- its definition, function and value, and the benefits it generates. Promoting the view that public relations provides value to organizations, publics, and societies through relationships, *Public Relations as Relationship Management* takes a in-depth look at organization-public relationships and explores the strategies that can be employed to cultivate and maintain them.

Expanding on the work published in the first edition, this thoroughly up-to-date volume covers such specialized areas of public relations as non-profit organizations, shareholder relations, lobbying, employee relations, and risk management. It expands the reader's ability to understand, conceptualize, theorize, and measure public relations through the presentation of state-of-the-art research and examples of the use of the relationship paradigm. Developed for scholars, researchers, and advanced students in public relations, *Public Relations as Relationship Management* provides a contemporary perspective on the role of relationships in public relations, and encourages further research and study.

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