

Global Stakeholder Relationships Governance

Toni Muzi Falconi

Public Relations and Communication

Management in Europe - Betteke van Ruler
2004-01-01

The book challenges the notion that public relations in Europe is no more than a copy of the Anglo-American approach. It presents a nation-by-nation introduction to historical public relations developments and current topics in European countries, written by noted national experts in public relations research and well-known professionals who are able to oversee the situation in their own countries. The contributions take an "insider" point of view and combine researched facts and figures with

qualitative observations and personal reviews. In addition, the book provides conceptual statements that offer an insight into theoretical approaches.

The Listening Leader - Emilio Galli Zugaro
2017-01-16

Pricing, Online Marketing Behavior, and Analytics - G. Viglia 2014-05-09

Over the past few decades marketing practices have shifted with the sudden growth of social media and the proliferation of devices, platforms, and applications. This rapidly changing environment presents new

opportunities and challenges for marketers, who need to stay up to date with the development of e-marketing. Viglia instructs readers in the theories and practices of online marketing;, detailing the characteristics, consumer behaviors, and differences between platforms, analytics, and pricing strategies of new media. Pricing, Online Marketing Behavior, and Analytics covers many different aspects of how online marketing works and its continuous evolution. Case studies and examples are used throughout the book to outline theories and explain e-marketing characteristics in a practical way.

Global Stakeholder Relationships Governance - M. Falconi 2013-12-03

By arguing and detailing the elements of a soft and hard infrastructure approach to the process of global stakeholder relationships governance, this study integrates advanced, flexible and feasible tools to develop an organization's listening culture; integrated reporting as an

ongoing process of continued multi-stakeholder reporting.

Digitale Öffentlichkeiten und intelligente Kooperation - Andreas Antić 2018

Um die gegenwärtige Transformation der Öffentlichkeit im digitalen Zeitalter erfassen zu können, ist in der Öffentlichkeitstheorie eine erweiterte Perspektive notwendig, die nicht nur den massenmedialen Diskurs, sondern auch die Veränderung sozialer Praktiken und institutioneller Strukturen in den Blick nimmt. Das Ziel dieses Buches besteht darin, die Grundlagen einer solchen Perspektive auf die Theorie digitaler Öffentlichkeiten zu entwickeln. Im vorgeschlagenen Ansatz wird Öffentlichkeit im Anschluss an John Dewey als Prozess verstanden. In seiner prozessualen und funktionalen Bestimmung von Öffentlichkeit liegt eine besondere Originalität, die seinen Ansatz von anderen Öffentlichkeitskonzeptionen unterscheidet. Das Buch liefert sowohl eine systematische Rekonstruktion und Interpretation

der Philosophie John Deweys als auch einen Vorschlag zur gesellschaftstheoretischen Deutung des digitalen Wandels.

Western European Perspectives on the Development of Public Relations - T. Watson
2015-04-08

The National Perspectives on the Development of Public Relations: Other Voices series is the first to offer an authentic world-wide view of the history of public relations. It will feature six books, five of which will cover continental and regional groups. This book in the series focuses on Western Europe.

Corporate Communication Strategy - Benita Steyn 2000

Health and Medical Public Relations - Myc Riggulsford 2013-08-21

Health and Medical Public Relations takes a fresh look at media relations and news values. It examines how information about medical research from the academic, pharmaceutical and

charitable sectors is disseminated to target audiences through a variety of PR techniques. Scrutinising a wide range of health-related public relations activities, the book combines a critical, analytical and cultural overview of these methods with helpful guidance on their practical application. Key features include: Advice on how to write and place effective press releases, plan and budget for campaigns, and anticipate responses from different sectors and the wider public Coverage of different types of communication and consultancy, including the controversial areas of lobbying and access to influential policy makers Case studies on the way in which experienced journalists and public relations practitioners gain coverage for their work, with plentiful examples drawn from both recent media scares and long-running issues A survey of the way challenging public relations issues have been perceived in the past, analysing the attitudes of both legislators and the public A user-friendly format designed to

reinforce learning, including handy tips, definition boxes explaining key words and concepts, and exercises and reflection points to stimulate group discussion and reflection on specific examples of science and medical PR practice. Wide-ranging and highly accessible, this book will be an essential resource for undergraduates, postgraduates and professionals learning to specialise in health public relations.

[The Handbook of Financial Communication and Investor Relations](#) - Alexander V. Laskin
2017-11-29

The first book to offer a global look at the state-of-the-art thinking and practice in investor relations and financial communication Featuring contributions from leading scholars and practitioners in financial communication and related fields—including public relations, corporate communications, finance, and accounting— this volume in the critically acclaimed “Handbooks in Communication and

Media” series provides readers with a comprehensive, up-to-date picture of investor relations and financial communications as they are practiced in North America and around the world. The Handbook of Financial Communication and Investor Relations provides an overview of the past, present, and future of investor relations and financial communications as a profession. It identifies the central issues of contemporary investor relations and financial communications practice, including financial information versus non-financial information, intangibles, risk, value, and growth. Authors address key topics of concern to contemporary practitioners, such as socially responsible investing, corporate governance, shareholder activism, ethics, and professionalism. In addition, the book arms readers with metrics and proven techniques for reliably measuring and evaluating the effectiveness of investor relations and financial communications. Bringing together the most up-to-date research on

investor relations and financial communication and the insights and expertise of an all-star team of practitioners, *The Handbook of Financial Communication and Investor Relations: Explores how the profession is practiced in various regions of the globe, including North America, South America, Europe, the Middle East, India, Australia, and other areas Provides a unique look at financial communication as it is practiced beyond the corporate world, including in families, the medical profession, government, and the not-for-profit sector Addresses "big-picture" strategies as well as specific tactics for financial communication during crises, the use of social media, dealing with shareholder activism, integrated reporting and CSR, and more This book makes an ideal reference resource for undergrads and graduate students, scholars, and practitioners studying or researching investor relations and financial communication across schools of communication, journalism, business, and*

management. It also offers professionals an up-to-date, uniquely holistic look at best practices in financial communication investor relations worldwide.

Public Relations ohne Grenzen? - Simone Huck 2013-03-08

Welche Rolle spielt die Nationalkultur eines Landes für die Unternehmens-PR vor Ort? Gibt es einen Zusammenhang zwischen der PR-Praxis und der individuellen Weltansicht von PR-Fachleuten? In ihrer explorativen Studie verknüpft die Autorin die Wissensbestände der PR mit den Erkenntnissen der Kulturforschung.

Public Relations Metrics - Betteke van Ruler 2009-09-11

Responding to the increasing need in academia and the public relations profession, this volume presents the current state of knowledge in public relations measurement and evaluation. The book brings together ideas and methods that can be used throughout the world, and scholars and practitioners from the United

States, Europe, Asia, and Africa are represented.

The Public Relations Strategic Toolkit -

Alison Theaker 2012-08-21

The Public Relations Strategic Toolkit provides a structured approach to understanding public relations and corporate communications. The focus is on professional skills development as well as approaches that are widely recognised as 'best practice'. Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected. Split into four parts covering the public relations profession, campaign planning, corporate communication and stakeholder engagement, this textbook covers everything involved in the critical practice of public relations in an accessible manner. Features include: definitions of key terms contemporary case studies insight from practitioners handy checklists practical activities and assignments Covering the practicalities of using traditional and social media as well as

international considerations, ethics, and PR within contexts from politics to charities, this guide gives you all the critical and practical skills you need to introduce you to a career in public relations.

Global Stakeholder Relationships

Governance - M. Falconi 2013-12-03

By arguing and detailing the elements of a soft and hard infrastructure approach to the process of global stakeholder relationships governance, this study integrates advanced, flexible and feasible tools to develop an organization's listening culture; integrated reporting as an ongoing process of continued multi-stakeholder reporting.

The SAGE Encyclopedia of Corporate Reputation - Craig E. Carroll 2016-05-31

What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and

organizational psychology, and sociology. As a formal area of academic study, it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediatized environments create new challenges, pitfalls, and opportunities for organizations. Successfully engaging, dealing with, and working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The SAGE Encyclopedia of Corporate

Reputation comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although organized A-to-Z, a thematic "Reader's Guide" in the front matter groups related entries by broad areas A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The

work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader’s Guide and Cross-References to provide thorough search-and-browse capabilities

Unknown Values and Stakeholders - Paolo D'Anselmi 2017-02-13

This second edition demonstrates that there are more conditions and actors prevalent in the economy than are considered today, and builds a balanced view of responsibility that would not be shunned by corporate executives. The wider economic responsibilities of organizations have been identified for corporations, and responsibility has been focused on business. *Unknown Values and Stakeholders* argues that all organizations, including public administration, should be accountable for their economic responsibilities. The authors reveal the unknown values and stakeholders of the accountability game and the new inequality in working conditions of the employed while, at the same time, showing a path towards effective

economic development.

Comunicare la Sostenibilità - Aldo Bolognini Cobianchi 2022-01-20T00:00:00+01:00

La sostenibilità non è definita da una legge. Ma è un nuovo paradigma che si sta sempre più affermando grazie alla sensibilità di tante persone. Un nuovo pensiero che coinvolge il nostro modo di agire, vivere, produrre e consumare. Senza sostenibilità ambientale e sociale il pianeta rischia di collassare e le aziende, a breve, rischiano di non essere competitive sul mercato se non ne adottano i canoni. Fondamentale per la sostenibilità è come viene comunicata: farlo male o in modo scorretto significa fare Greenwashing e quindi esporsi a un danno reputazionale che può essere irrimediabile. Questo libro spiega che cos'è la sostenibilità, come va raccontata, quali sono le norme italiane e le numerose leggi internazionali che implicano la sostenibilità. E lo fa analizzando casi pratici, attraverso le testimonianze di chi la applica in azienda e la comunica

Public Relations - Chiara Valentini 2021-02-08

What is public relations? What do public relations professionals do? And what are the theoretical underpinnings that drive the discipline? This handbook provides an up-to-date overview of one of the most contested communication professions. The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations. It introduces key concepts, models, and theories, as well as new theorizing efforts undertaken in recent years. Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions, this handbook presents readers with a great diversity of perspectives in the field.

SMEs as the Unknown Stakeholder -

Massimiliano Di Bitetto 2013-05-27

Investigates how and to what extent the self-employed and micro-enterprise workers can be represented in the social arena. A cross-sector

approach to responsibility for government as well as private businesses.

Public Relations and Communication Management - Krishnamurthy Sriramesh

2013-06-07

Public Relations and Communication Management serves as a festschrift honoring the work of public relations scholars James E. Grunig and Larissa A. Grunig. Between them, the Grunigs have published 12 books and more than 330 articles, book chapters, and various academic and professional publications, and have supervised 34 doctoral dissertations and 105 master's theses. This volume recognizes the Grunig's contributions to public relations scholarship over the past four decades. To honor the Grunig's scholarship, this volume continues to expand their body of work with essays from renowned colleagues, former students, and research associates. The chapters discuss current trends in the field as well as emerging issues that drive the field forward. Sample topics

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include theories and future aspects of the behavioral, strategic management approach to managing public relations, and its linkages and implications to related subfields and key field issues. Contributions stimulate academic discussion and demonstrate the relevance of applied theories for the practice of public relations and communication management with up-to-date concepts, theories, and thoughts.

Médias sociaux et relations publiques -

Francine Charest 2015-01-20T00:00:00-05:00

Les médias sociaux ne sont pas étrangers aux relations publiques. Au contraire, l'essence même des relations publiques est la création de liens sociaux avec les différents publics des organisations. Toutefois, si la constitution d'un capital social demeure l'objectif principal des relations publiques, les pratiques

professionnelles se transforment avec l'usage des médias sociaux. Cet ouvrage, réunissant les contributions de chercheurs et de praticiens professionnels des communications numériques du Canada et de la France, comporte des articles scientifiques, des études de cas, des bilans et perspectives, et des outils. Il fournit des repères théoriques, mais aussi des études de cas sur l'utilisation des médias sociaux à des fins de relations publiques. Des réflexions sont également proposées sur les tendances dans les médias sociaux, sur les principes fondamentaux des relations publiques et sur la formation à offrir aux gestionnaires de communautés. Enfin, l'ouvrage recèle une boîte à outils qui répond aux besoins des organisations, que ce soit en matière d'intégration des médias sociaux, de stratégies de gestion de commentaires ou de règles d'usage des médias sociaux (nétiquette).

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