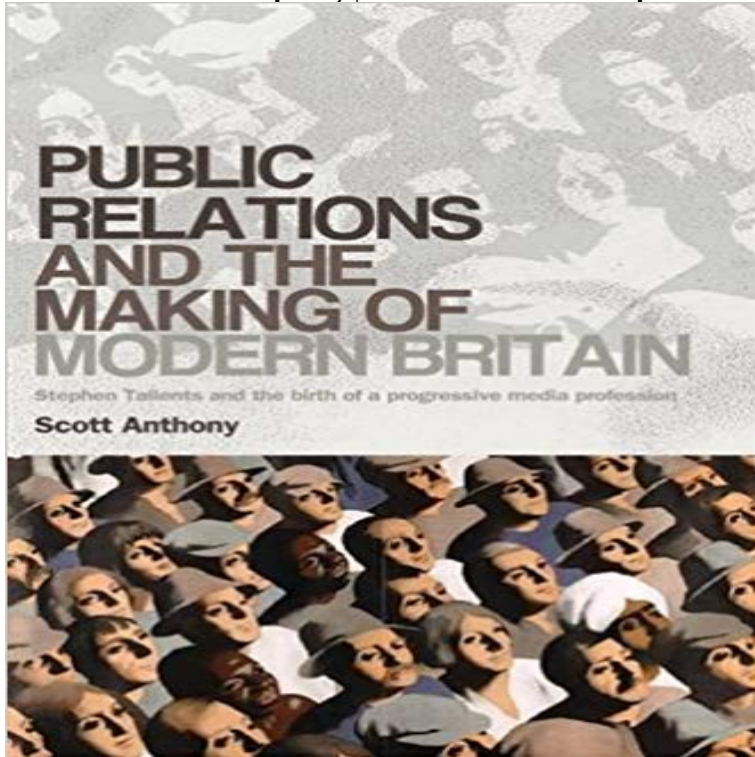


Public relations and the making of modern Britain: Stephen Tallents and the birth of a progressive media profession



The story of public relations in Britain was shaped by the economic hardships of the interwar years. It was a profession established by a group of liberal-minded officials, whose manner and methods would heavily influence post war organisations such as UNESCO. Central to the startling story of Britain's early public relations pioneers is Sir Stephen Tallents, the inaugural President of the Institute of Public Relations. Tallents was a public sector entrepreneur whose intellectual imprint lingers on everything from the jubilee telephone kiosk to the V for Victory movement, from Night Mail to the Greater London Plan. This book includes a reprint of his influential pamphlet, *The Projection of England* (1932). A portrait of how the social, economic and media revolutions of the early twentieth century reshaped national life, *Public relations and the making of modern Britain* reveals a country struggling to cope with austerity and crisis that is at once very different from, and yet surprisingly similar to, our own.

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