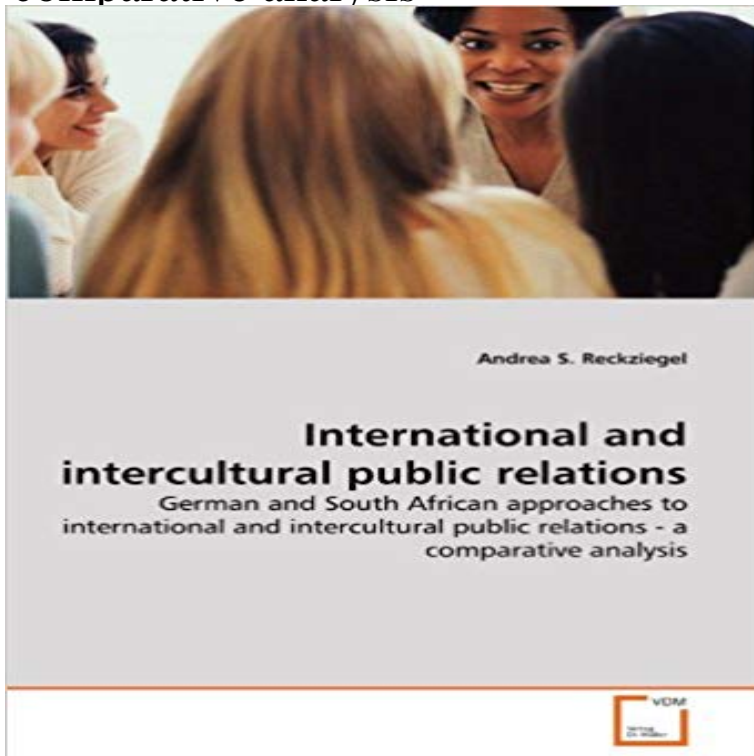


International and intercultural public relations: German and South African approaches to international and intercultural public relations - a comparative analysis



The presented book deals with the central topic international and intercultural public relations and has the aim of finding answers to the questions: how does public relations in a foreign country differ from PR in the domestic market, which country- or culture-specific elements influence PR work and what are the consequences arising from these influences on PR practitioners. First, the terms international and intercultural public relations are defined and classified into corporate communication. Afterwards, influencing elements on PR are identified on the basis of different established studies. These elements are analyzed especially for Germany and South Africa with the aim of drawing consequences for PR practitioners. The results and derivations are referred to the company Kickstart, which is charged with supplying both the German and the South African market with PR content. In addition, a two sided empirical study including qualitative interviews and a quantitative online survey serve to improve Kickstarts PR activities in the future. In the end, a forecast on international and intercultural public relations is given.

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