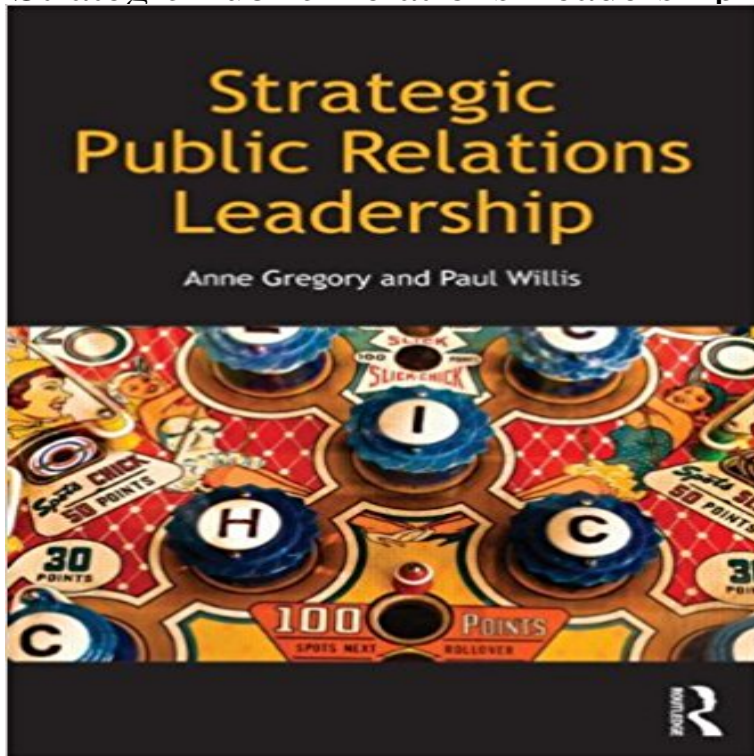


Strategic Public Relations Leadership



Public relations is operating in an increasingly challenging and complex environment. Pressures from outside the organisation include new accountabilities, empowered stakeholders, increased public cynicism and a new communication landscape. Internally, there are increasing demands to demonstrate a return on investment, alongside a requirement to coach and counsel senior managers exposed to these environmental pressures. This context requires public relations professionals to be able to clearly articulate and demonstrate their own contribution to organisational effectiveness. This textbook provides public relations leaders with a framework to do this, as well as a checklist of essential capabilities which they must acquire and exhibit if they are to operate at the highest levels of any organisation. This short textbook is suitable for aspiring practitioners, MBA and other masters qualifications in public relations - especially for those students who wish to pursue a successful career as a professional PR specialist able to operate strategically at the top of successful organisations.

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