

PUBLIC RELATIONS LEADERS AS SENSEMAKERS%0A

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In Search of Leadership in Public Relations | Institute

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Leaders are crucial to the success, image and future of nations, organizations, and professions. However, few studies have directly examined leadership in public relations. To deal with this knowledge gap, the Plank Center for Leadership in Public Relations, established at the University of Alabama

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Leadership And Management In Public Relations Management Essay

The art and social science of analyzing trends, predicting their consequences, counseling organizational leaders and implementing planned programs of action, which will serve both the organization and the public interest. (Asch and Solomon 1946) Public relations aim primarily to provide a

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Public relations (PR) is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items.

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Public relations leaders must embrace both strategic and tactical thinking (Wilcox & Reber, 2013), more Definitions Strategy as an organizational concept is relatively nascent. Its roots are found in military nomenclature (Moss, 2005).