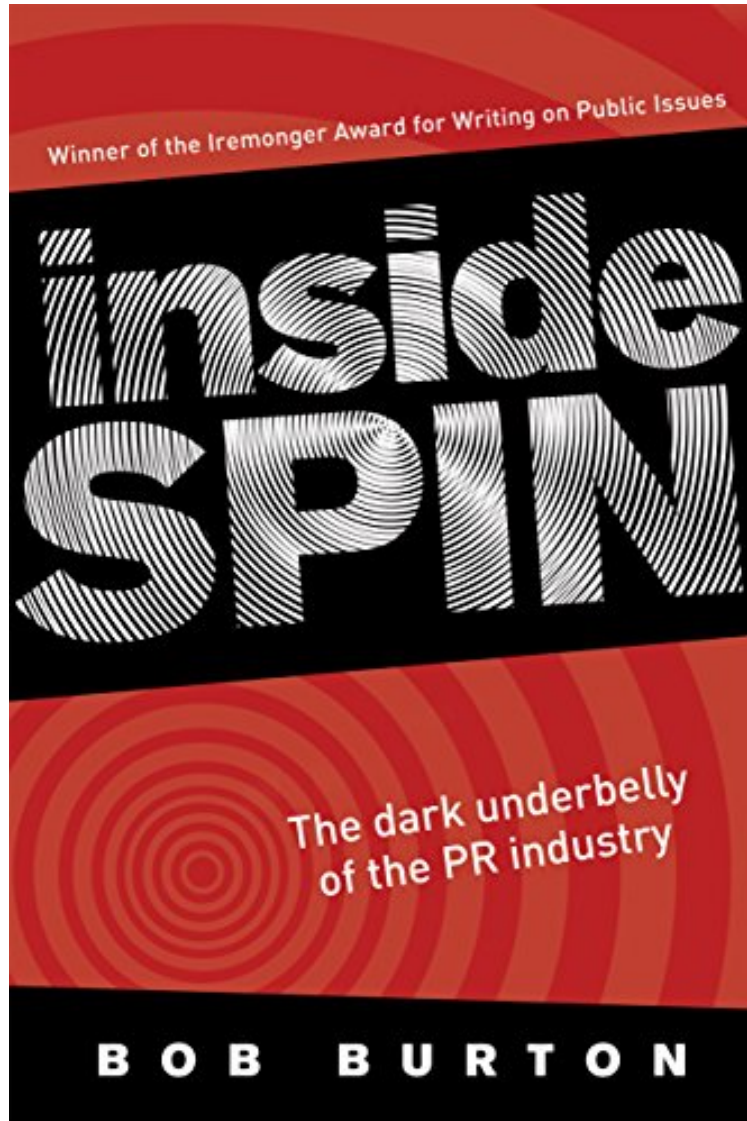


(Download pdf) Inside Spin: The dark underbelly of the PR industry

Inside Spin: The dark underbelly of the PR industry

Bob Burton

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#3626951 in eBooks 2007-08-01 2007-08-01 File Name: B01M9HR4QD | File size: 64.Mb

Bob Burton : Inside Spin: The dark underbelly of the PR industry before purchasing it in order to gage whether or not it would be worth my time, and all praised Inside Spin: The dark underbelly of the PR industry:

0 of 6 people found the following review helpful. Spin WashBy J. SlavittI recently reviewed Inside Spin: The Dark Underbelly of the PR Industry by Bob Burton. Fair disclosure: I read it primarily because I was informed by a friend that I was featured in the book and in a not-so-kind way. After reading the book, I give Burton credit for his efforts to help people understand how and why companies undertake Public Affairs and Public Relations campaigns. My one regret is that the book focuses almost exclusively on Corporate PR as a devious means by which companies influence the policy process. I can't say that I completely disagree with Bob Burton because there have been a lot of less than

sanguine Corporate PR campaigns that attempted to put a bright and rosy picture on behavior or activities that were at best, self-serving and at worst, downright illegal - how many can you name? Enron, Worldcom, Tyco, Madoff, BP - there are certainly plenty more examples. Most unfortunate, there are a number of organizations - the Issues Management Council, Public Affairs Institute, International Association of Corporate Communicators, Business for Social Responsibility, the Clinton Institute, Aspen Group International)- whose job it is to demonstrate leadership in bringing companies together to set standards and improve the programs they create and the way they are communicated. If a company does not belong that at least some of these, I believe there is a serious disconnect between how they seek to be perceived and how they are being perceived in the public arena. Despite all of the efforts of these organizations and more, it is disheartening that the book can demonstrate a number of examples where companies cut corners and were not entirely honest in their dealings with stakeholders, elected officials and government agencies. I will give the author this: If more companies made a greater effort to be transparent about their motives -- no matter how well-intentioned -- then it would be a lot harder for the general public to misunderstand them and for Bob Burton to write about them. We live in a complex world and many large companies - certainly the Global 500 - are operating in multiple countries and working with multiple cultures. It therefore becomes easy to misconstrue the meaning behind what many companies are attempting to do - simple nuances between one language or culture are enough to radically change the way that a company's communications are perceived. That said, I once had a corporate executive tell me that, "we are not going to be so transparent that our brains fall out our ears." I wonder how their employees, shareholders and other stakeholders would have responded to that kind of statement if it had been uttered in a public forum. Fortunately, like the dinosaurs, this gentleman retired and the latest generation of corporate thinkers are coming to understand that you have got to conduct transparent and honest efforts to engage in the policy process, in general and stakeholders in particular. It's simply too easy today for remarks made in one country to spread across the Internet in a matter of seconds. Moreover, corporate executives and the Public Relations/Public Affairs employees and consultants who advise them must take a more global and strategic perspective in how they are representing their organizations. In a world of extremely volatile markets, multiple policy issues, vast stakeholder bases and numerous NGOs and accountability organizations it's pretty safe to say that what you say and do in one part of the world is going to catch up to you elsewhere. So transparency and consistency are critical in today's environment.

Public relations professionals invisibly influence just about every news story we read, see and hear. Even more significant is what they manage to keep out of the news altogether. *Inside Spin* is the first behind the scenes investigation of the billion dollar a year Australian PR industry. Bob Burton illuminates the hardball and soft tactics used by PR companies to smother dissenting viewpoints, mask sponsors, court journalists, attack corporate competitors and influence politicians. Through detailed case studies from both private and public sectors, he shows just how much PR filters what we see, hear and think about the organisations that affect our lives and shape our society. *Inside Spin* is a searing expose of the influence industry and the deep-pocketed organisations they serve. 'While journalists surrender to the increasing mastery of the misinformation industry, media consumers will more often need to become their own gatekeepers. Bob Burton's *Inside Spin* is a comprehensive guidebook.' Chris Masters, ABC TV *Four Corners* 'A punchy and passionate book that tells us things we need to know about both PR and journalism.' Margaret Simons, author and journalist