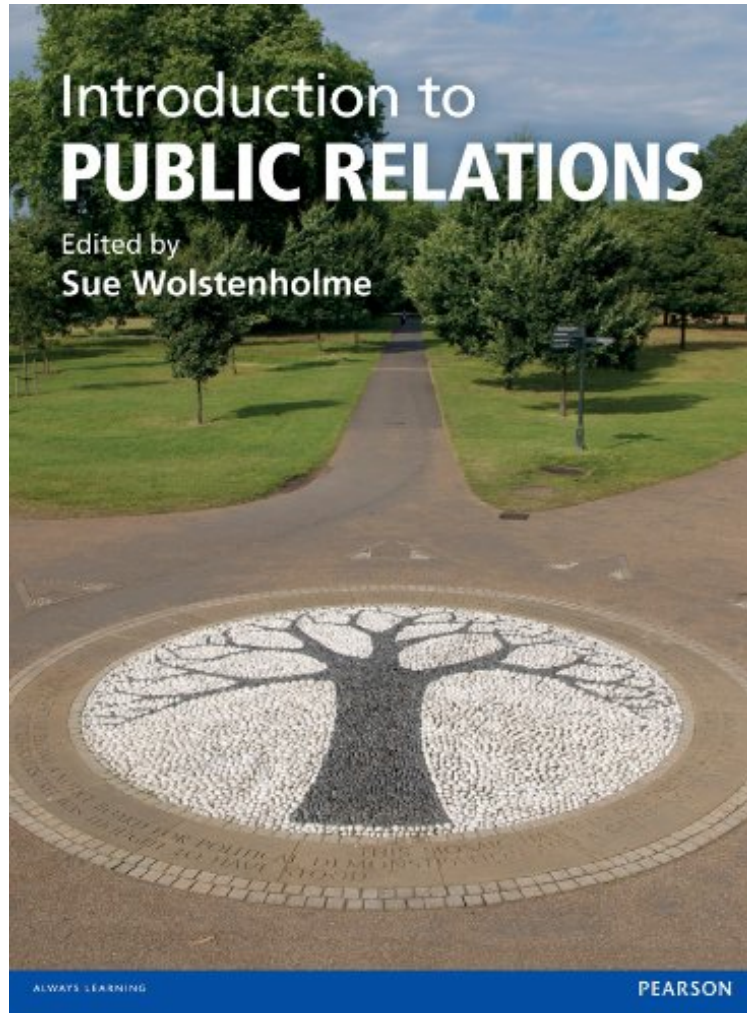


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Introduction to Public Relations provides an overview of PR from a global and critical perspective. The philosophy behind this new book is to encourage questioning by throwing in controversial ideas and different approaches; to show that there is more than one way to approach an issue and that some approaches can actually be harmful to the interests of society. It intends to try to foster a critical as well as a creative approach to the subject to prepare the undergraduate to go on to study and practice to achieve higher levels of originality. This book is ideal for undergraduate and postgraduate students taking modules in Public Relations as well as those studying at Foundation, Advanced Certificate and Diploma levels with the CIPR.

About the Author Sue Wolstenholme runs a full service public relations consultancy, Ashley Public Relations, with an event management subsidiary. She has an MSc in Public Relations and has supervised PhDs on the subject for the University of Exeter. Since 1994, Sue has chaired the European Public Relations Research and Education Association's juries to find the best academic thesis on the subject in Europe. She is currently the President of Euprera.