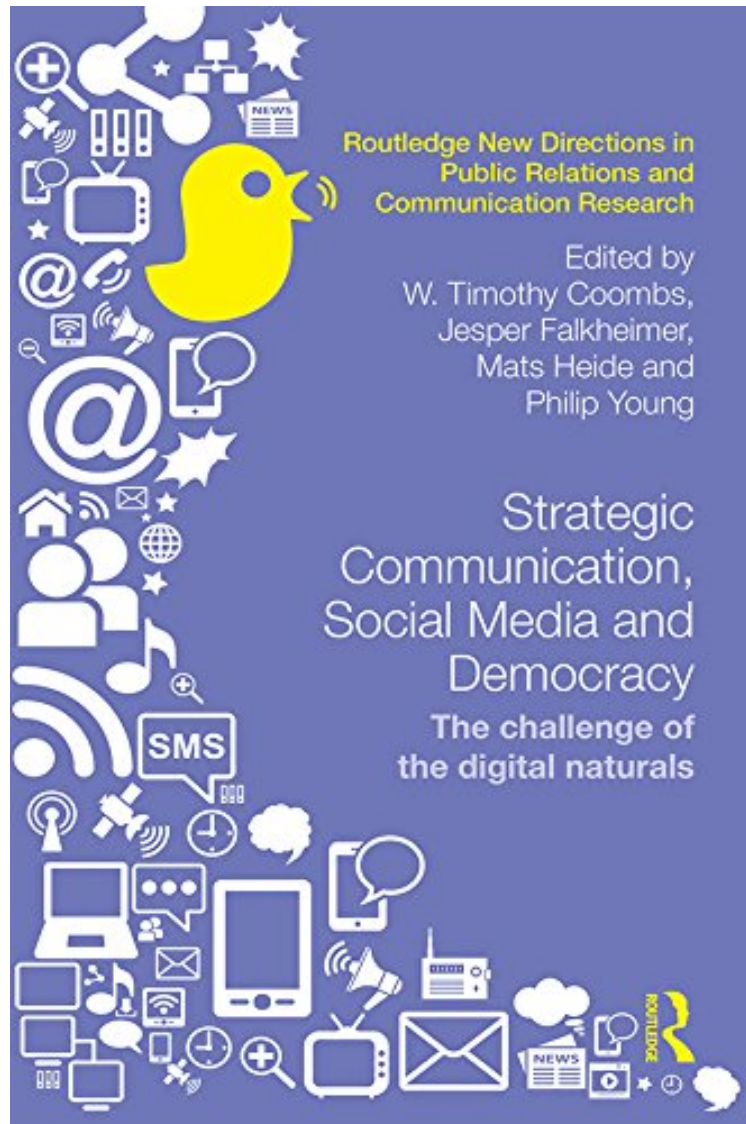


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Research):

Today almost everyone in the developed world spends time online and anyone involved in strategic communication must think digitally. The magnitude of change may be up for debate but the trend is unstoppable, dramatically reconfiguring business models, organisational structures and even the practice of democracy. Strategic Communication, Social Media and Democracy provides a wholly new framework for understanding this reality, a reality that is transforming the way both practitioners and theoreticians navigate this fast-moving environment. Firmly rooted in empirical research, and resisting the lure of over-optimistic communication dreams, it explores both the potential that social media offers for changing the relationships between organisations and stakeholders, and critically analyses what has been achieved so far. This innovative text will be of great interest to researchers, educators and advanced students in strategic communications, public relations, corporate communication, new media, social media and communication management.

'This thought-provoking book is a major contribution to the international body of knowledge in strategic communication. Traditional rules of the game are changed by the way digital natives gather information, build opinion, and make decisions and organisations need to understand the new power structures. Building competencies for listening to stakeholders and participating in emerging discourses on the web is a major challenge. Readers will be inspired by this research.' - Ansgar Zerfass, Professor and Chair in Strategic Communication, University of Leipzig
Editor of the International Journal of Strategic Communication 'These authors help clarify the role strategic communication plays in promoting democracy through social media. That daunting undertaking requires insightful exploration of platforms as well as examination of concepts such as relationships, democracy, social change and marketing opportunities and pitfalls. Focusing attention on digital natives, the book ponders whether people shape social media, or social media shapes how they work and live.' - Robert L. Heath, Professor Emeritus, The University of Houston, USA
'This new and exciting book, written by an international team of scholars within strategic communication, explores the changing nature of the online environment and introduces the digital natives, the true citizens of the network society. Read it before your stakeholders do!' - Winni Johansen, Professor, Aarhus University, Denmark
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