



Rethinking Public Relations: The Spin and the Substance (Routledge Advances in Management and Business Studies)

Dr Kevin Moloney

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PR is a £2.3 billion UK industry with up to 50,000 jobs, a poor reputation and yet a pervasive influence on politics and markets. Historically, it has been mostly weak propaganda and market boosterism, yet it escapes sustained academic scrutiny.

This topical book analyzes all aspects of public relations, challenging accepted views and examining the industry's position as a whole. The author argues that PR needs reform because it will not go away, and because it continues to grow. Incorporating the latest facts and figures, this analysis for advanced students of business and PR provides a fresh approach to a significant contemporary subject.

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