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New Perspectives on International Public Relations ...

The research recommend the communicators in the field of international public relations the necessity to respect organizational and societal culture in order to avoid facing any cultural problem.

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The Resource International public relations : perspectives from deeply divided societies, edited by Ian Somerville, Owen Hargie, Maureen Taylor and Margalit Toledano International public relations : perspectives from deeply divided societies, edited by Ian Somerville, Owen Hargie, Maureen Taylor and Margalit Toledano

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Although existing books on international PR focus largely on ways in which western practitioners, employers, and clients can operate effectively in other countries, this volume views public relations in each country or region covered from the perspective of practitioners in that country.

International Public Relations: A Comparative Analysis ...

International Public Relations: Negotiating Culture, Identity, and Power offers the first critical-cultural approach to international public relations theory and practice. Authors Patricia A. Curtin and T. Kenn Gaither introduce students to a cultural-economic model and to the accompanying practice matrix to explain public relations techniques and practices in a variety of regulatory, political, and cultural climates.

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