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organization is critical and a managerial awareness of this is all the more important. In providing a framework and examination of the issues, Public Relations: A Managerial Perspective offers an original and

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the management
of mutually
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relationships within
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relationships.' It's still centred on relationships, though these are now 'mutually influential' rather than 'mutually beneficial'.

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has long aspired to be seen as a strategic management function, given the same respect in the board room as marketing and human resources. However, in 2011 US scholar James Grunig argued that rather than being seen as strategic

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management,
'public relations
has been

institutionalized as
a symbolic-
interpretive activity
that organizations
use to exert their
power over publics
and to disguise the
consequences of
their behaviors
from publics,
governments, and

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the media'.
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I have quoted from
a 1984 text,
Managing Public
Relations. Decades
on, questions are
still being asked
about public
relations as a

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management discipline. In their 2012 book *Public Relations: A Managerial Perspective*, Danny Moss and Barbara deSanto list eight key challenges facing public relations managers:

Public relations as

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range of PR and
corporate
communications
within any
organization is
critical and a
managerial
awareness of this is

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all the more
important. In
providing a
framework and
examination of the
issues, *Public
Relations: A
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an original and
vital discussion.

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4. Public relations is a management function separate from other functions. Many organizations splinter the public relations function by making it a supporting tool for other departments such as marketing, human resources,

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law, or finance.

When the public relations function is sublimated to other

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Service employing
the most such
professionals.

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Gaining Public
Relations A
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edition about an
organization and
its business
objectives does not
mean gaining the
expertise needed
to be CFO, General
Counsel, or head of
accounting. They
are talking about

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Relations A
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Perspective 1st
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creating mistrust
and in
developing--or
destroying--a
company ...

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taking a
managerial
perspective on the
field of public

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relations this book explores pr and its role in the wider organizational world contributors explore a variety of contexts in which the relevance of

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concept that public

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