

Big Ideas in Public Relations Research and Practice

Advances in Public Relations and Communication Management

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About the Book

Big Ideas can do many things. They are transformative and change the way we work and communicate in organizations and societies. As Big Ideas are dynamic, they can cross borders between disciplines to create new relationships between people, organizations and countries.

In applying big ideas to public relations, this volume challenges how scholars and practitioners perceive and understand public relations within an organizational setting. In thinking about the 'bigger picture', the collection expands public relations research to include more theory-building, more cross-disciplinary research, and more innovation in practice.

The 12 unique contributions from scholars based in Germany, Denmark, The Netherlands, France, Romania, the UK, Finland, Portugal and the USA explore the challenges surrounding communication, management and big ideas. Some of the topics discussed include: corporate identity, millennial engagement, strategic communication in the internationalization of firms, public relations in the start-up community and, social capital.



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