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~~Public Relations Theory | SAGE Publications Ltd~~

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From the theories above and the benefits of studying communication theory about public relations, an informant such as public relations, promoters, even someone who is important in the company is really needed. This refers to the existence of different patterns of human thought, resulting in conflicts of misunderstanding.

~~10 Public Relations Communication Theory According to ...~~

In public relations, systems theory can be applied to many aspects to regulate the core activities of organisations. This theory is utilised while creating business systems to analyse the problems that needs to be diagnosed.

~~Systems Theory and Public Relations~~

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According to Johnsten and Zawawi (2004) on the public relations theory, they defined public relations as the principle and a strategic management functions which provides and to maintain mutually beneficial relationship of the company and the public in order to create a develop conditions and policy. In regards of this, public relations as a management functions in the company also has a big role and responsibility to assist the company in significant to achieve company ' s main objectivity.

~~The Public Relations Theory — UKEssays.com~~

The Excellence theory is a general theory of public relations that “ specifies how public relations makes organizations more effective, how it is organized and managed when it contributes most to organizational effectiveness, the conditions in organizations and their environments that make organizations more effective, and how the monetary value of public relations can be determined ” . The excellence theory resulted from a study about the best practice in public relations, which was headed ...

~~Excellence theory — Wikipedia~~

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The public relations landscape has changed dramatically from what it was in 1989, when the original Public

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Relations Theory volume was published. Reflecting the substantial shifts in the intervening years, Public Relations Theory II, while related to the first volume, is more a new work than a revision. Editors Carl H. Botan and Vincent Hazleton have brought together key theorists and scholars in public relations to articulate the current state of public relations theory, chronicling the ...

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