



Eine Theorie der Public Relations (German Edition)

Eberhard Blanke

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Public Relations - was genau ist das eigentlich und wie und warum funktionieren sie? Eberhard Blanke stellt eine grundlegende Theorie der Public Relations auf, die sich am sozialen System der Kommunikation orientiert. Public Relations zielen als Kommunikationsmanagement darauf, Kommunikation beim Empfänger auch ankommen zu lassen. Damit gibt er einerseits eine kompakte Einführung in das Themengebiet und berücksichtigt andererseits den wissenschaftlichen Diskurs über Public Relations, den er mit seiner Theorie konstruktiv ergänzt.

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