

## Bibliography

- Ackroyd, S. and Thompson, P. (1999) *Organizational Misbehaviour*, London: Sage.
- Adam, B., Beck, U. and van Loon, J. (2000) *The Risk Society and Beyond: Critical Issues for Social Theory*, London: Sage.
- Adams, L., Amos, M. and Munro, J. (eds) (2002) *Promoting Health: Politics and Practice*, London: Sage.
- Allaire, Y. and Firsirotu, M. (1984) 'Theories of organizational culture', *Organization Studies*, 5(3): 193–226.
- Allan, S. (2004) *News Culture* (2nd edition), Maidenhead: Open University Press.
- Alvesson, M. and Berg, P.O. (1992) *Corporate Culture and Organizational Symbolism*, Berlin: de Gruyter.
- Alvesson, M. and Due Billig, Y. (1997) *Understanding Gender and Organizations*, London: Sage.
- Alvesson, M. and Willmott, H. (1992) *Critical Management Studies*, London: Sage.
- Alvesson, M. and Willmott, H. (1996) *Making Sense of Management: A Critical Introduction*, London: Sage.
- Amnesty International (2003) *The Human Rights Responsibilities of Companies: New Draft UN Norms Provide Guidelines for Business*, Business and Human Rights Resource Centre. Available at: [www.business-humanrights.org](http://www.business-humanrights.org) (accessed August 2006).
- Andreasen, A. (1995) *Marketing Social Change: Changing Behaviour to Promote Health, Social Development and the Environment*, San Francisco: Jossey-Bass.
- Andreasen, A. (2006) *Social Marketing in the 21st Century*, London: Sage.
- Andrews, K. (1968) 'Introduction', in Barnard, C. *The Functions of the Executive*, Cambridge, MA: Harvard University Press, pp. vii–xxi.
- Argyris, C. (2001) 'Foreword', in Jackson, B. *Management Gurus and Management Fashions*, London: Routledge, pp. ix–xii.
- Al Saqur, L.H. (2007) 'Promoting social change in the Arab Gulf: two case studies of communication programmes in Kuwait and Bahrain'. Unpublished thesis University of Stirling, Scotland.
- Asante, M.K. and Gudykunst, W.B. (1989) *Handbook of International and Intercultural Communication*, Newbury Park, CA: Sage.
- Ashkanasy, N., Wilderom, C. and Peterson, M. (eds) (2000) *Handbook of Organizational Culture and Climate*, London: Sage.
- Avinieri, S. and de-Shalit, A. (1992) *Communitarianism and individualism*, Oxford, Oxford University Press.
- Balmer, J.T. and Greyser, S. (eds) (2003) *Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding and Corporate-Level Marketing*, London: Routledge.
- Banks, S.P. (1995) *Multicultural Public Relations: A Social Interpretive Approach*, London: Sage.
- Barker, P. (1998) *Michel Foucault: An Introduction*, Edinburgh: Edinburgh University Press.
- Barley, S.R. and Kunda, G. (2004) *Gurus, Hired Guns and Warm Bodies*, Princeton, NJ: Princeton University Press.
- Barnard, C. (1968) *The Functions of the Executive*, Cambridge, MA: Harvard University Press.
- Bate, R. (ed.) *What risk? Science, politics and public health*, Butterworth Heinemann

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- Beattie, A. (1991) 'Knowledge and control in health promotion: a test case for social policy and social theory' in Gabe, J., Calnan M. and Bury M. (eds), *The sociology of the health service*, London, Routledge.
- Beck, U. (1992) *Risk Society: Towards a New Modernity*, London: Sage.
- Bell, D. and Hollows, J. (2005) *Ordinary Lifestyles: Popular Media, Consumption and Taste*, Maidenhead: Open University Press.
- Bennett, A. (2005) *Culture and Everyday Life*, London: Sage.
- Bennett, P. and Calman, K. (eds) (1999) *Risk Communication and Public Health*, Oxford: Oxford University Press.
- Bentele, G. (2005) 'The theory of public trust as a PR theory'. Conference paper presented at International Communication Association, 26–30 May, New York.
- Berger, B. (2005) 'Power over, power with, and power to relations: critical reflections on public relations, the dominant coalition and activism' *Journal of Public Relations Research* 17(1): 5–28
- Berger, B. (2007) Public relations and organizational power in Toth, E. (ed.), *The future of excellence and communication management: challenges for the next generation*, Festschrift. Mahwah New Jersey, Lawrence Erlbaum Associates: 221–234.
- Berger, B. and Reber, B. (2006) *Gaining Influence in Public Relations: The Role of Resistance in Practice*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Bettinghaus, E.P. and Cody, M.J. (1994) *Persuasive Communication*, Fort Worth, TX: Harcourt Brace.
- Biddlecombe, P. (1968) *International Public Relations Encyclopaedia*, London: Grant Helm.
- Biddlecombe, P. (ed.) (1971) *Goodwill: The Wasted Asset*, London: Business Books.
- Bilton, C. (2006) *Management and Creativity*, Oxford: Blackwell.
- Black, A. (2006) 'Dignity in dying calls in Brocklehurst for top job', *PR Week*, 20 October: 10.
- Black, S. (1962) *Practical Public Relations*, London: Pitman.
- Blumer, H. (1948) 'Public opinion and public opinion polls', *American Sociological Review*, 13: 542–554.
- Blumer, H. (1966) 'the man, the public and public opinion' in Berefson, B. and Janowitz, M. (eds), *Reader in public opinion and communication*, New York, free Press: 43–53.
- Borghetti, G. (2003) 'The history of Italian PR: from prehistory to innovation'. Dissertation submitted as part fulfilment of the MSc in Public Relations, University of Stirling, Scotland.
- Botan, C.H. and Hazleton, V. (eds) (1989) *Public Relations Theory*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Botan, C.H. and Hazleton, V. (eds) (2006a) *Public Relations Theory II*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Botan, C.H. and Hazleton, V. (2006b) 'Public relations in a new age', in Botan, C.H. and Hazleton, V. (eds), *Public Relations Theory II*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 1–20.
- Bourdieu, P. (1973) *Les Temps Moderne*, Paris reported in Mattelart, A. and Sieqelaub, S. (eds), *Communication and class struggle*. New York, International General.
- Bourdieu, P. (1979) *Distinction: A Social Critique of the Judgement of Taste*, London: Routledge.
- Bowie, N. (1990) 'Empowering people as an end for business', in Enderle, G., Almond, B. and Argandona, A. (eds), *People in Corporations: Ethical Responsibilities and Corporate Effectiveness*, Dordrecht and London: Kluwer Academic Publishers, pp.
- Bowen, S. (2003) "'I thought it would be more glamorous": preconceptions and misconceptions among students in the public relations principles course', *Public Relations Review*, 29: 199–214.
- Boyle, R. (2006) *Sports Journalism: Contexts and Issues*, London: Sage.
- Boyne, R. (2003) *Risk*, Buckingham: Open University Press.
- Bracht, N. (ed.) (1999) *Health Promotion at the Community Level*, London: Sage.

## BIBLIOGRAPHY

- Brebner, J.H. (1949) *Public Relations and Publicity*, London: Institute of Public Administration.
- Bromley, D.B. (1993) *Reputation, Image and Impression Management*, Chichester: John Wiley and Sons.
- Broom, G. and Dozier, D. (1990) *Using Research in Public Relations*, Harlow: Prentice Hall.
- Brown, J.A.C. (1963) *Techniques of Persuasion: From Propaganda to Brainwashing*, Harmondsworth: Penguin.
- Brown, R.E. (2006) 'Myth of symmetry: public relations as cultural styles', *Public Relations Review*, 32(3): 206–212.
- Bryman, A. (2001) *Social Research Methods*, Oxford: Oxford University Press.
- Calas, M. and Smircich, L. (eds) (2003) 'Introduction: spirituality, management and organization', *Organization*, 10(2): 327–328.
- Campbell, F.E., Herman, R.A. and Noble, D. (2006) 'Contradictions in "reputation management"', *Journal of Communication Management*, 10(2): 191–196.
- Chandirarnani, R. (2006) 'Full Sunday trading will be tricky sell' *PR Week*, 16 June: 19.
- Chandiramani, R. (2006) 'The next generation: 29 under 29' *PR Week* 30 June: 19–23.
- Chandiramani, R. (2006) 'Full Sunday trading will be tricky sell' *PR Week* 16 June: 19.
- Chaney, D. (1996) *Lifestyles*, London: Routledge.
- Citigroup Giving in Asia Pacific: 2005 Community (Annual Report)*, place: Citigroup.
- Clampitt, P. (2000) 'The questionnaire approach' in Hargie, O. and Tourish, D. (eds), *handbook of Communication Audits for Organizations*, London: Routledge.
- Clarkson Centre for Business Ethics (1999) *Principles of Stakeholder Management*, Toronto: University of Toronto, Canada.
- Cline, C., Smith, H., Johnson, N., Toth, E. and Turk, J. (1986) *The Velvet Ghetto: Summary Report*. Available at: <http://www.iabc.com/fdtnweb/pdf/velvetghetto> (accessed 20 October 2006).
- Coalter, F. (2006) *Sport in development: a monitoring and evaluation manual*, UK Sport, London.
- Cohen, S. (1972) *Folk devils and moral panics: the creation of the mods and rockers*: London, McGibbon and Kee.
- Collinson, D. and Hearn, J. (1996) *Men as Managers, Managers as Men: Critical Perspectives on Men, Masculinities and Managements*, London: Sage.
- Cooper, B.H. (1982) 'Accentuating the positive', in McLaurin, R. (ed.), *Military Propaganda: Psychological Warfare and Operations*, New York: Praegar, pp. 310–312.
- Corneissen, J. (2004) *Corporate Communication: Theory and Practice*, London: Sage.
- Corrigan, P. (1997) *The Sociology of Consumption*, London: Sage.
- Cottrell, S. (2005) *Critical Thinking Skills*, Basingstoke: Palgrave Macmillan.
- Covey, S.R. (1989) *The 7 habits of Highly Effective People: Powerful Lessons in Personal Change*, London: Simon & Schuster.
- Cowlett, M. (2006a) 'London's youth games piggyback 2012 fever', *PR Week*, 10 February: 21.
- Cowlett, M. (2006b) 'Science museum puts Brunel snaps on show', *PR Week*, 15 September: 21.
- Cowlett, M. (2006c) 'Campaigns to the Common Good' *PR Week*, 6 October: 22.
- Curran, J. and Gurevich, M. (eds) (2005) *Mass Media and Society* (4th edition), London: Hodder Arnold.
- Curtin, P. and Gaither, T.K. (2005) 'Privileging identity, difference and power: the circuit of culture as a basis for public relations theory', *Journal of Public Relations Research*, 17(2): 91–115.
- Curtin, P. and Gaither, T.K. (2007, forthcoming) *International Public Relations: Negotiating Culture, Identity and Power*, London: Sage.
- Curtis, M. (1991) 'Introduction', in Lippman, W., *Public Opinion*, New Brunswick, NJ: Transaction Publishers, pp. xi–xxxvi.

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- Cutlip, S.M., Center, A. and Broom, G.M. (1994) *Effective Public Relations* (7th edition), Harlow: Prentice Hall.
- Daugherty, E. (2001) 'Public relations and social responsibility', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 389–402.
- Davis, A. (2002) *Public relations democracy: public relations, politics and the mass media in Britain*, Manchester, Manchester University Press.
- Davis, A. (2004) *Mastering Public Relations*, Basingstoke: Palgrave Macmillan.
- de Certeau, M. (1984) *The Practice of Everyday Life*, Berkeley: University of California.
- Deacon, D., Pickering, M., Golding, P. and Murdock, G. (1999) *Researching Communications*, London: Arnold.
- Demers, D. (ed.) (2003) *Terrorism, Globalization and Mass Communication*, Washington, DC: Marquette Books.
- Demetrious, K. (2006) 'Active voices', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 93–110.
- Denman, S., Moon, A., Parsons, C. and Stears, D. (2003) 'The future of the health promoting movement' in Sidell, M., Jones, L., Katz, J., Peberdy, A. and Douglas, J. (eds), *Debates and dilemmas in promoting health: a reader* 2nd edition Basingstoke Palgrave Macmillan: 383–392.
- Derriman, J. (1965) *Public Relations in Business Management*, London: University of London Press.
- Derville, T. (2003) 'LEA: liberating expressive authorship or licensing editorial abdication? Another view', *Public Relations Review* 29(2): 219–221.
- Deveney, C. (2006) 'Man of the world', *Scotland on Sunday* 6 August: 7–13.
- Dhoklia, R. and Dhoklia, N. (2001) 'Social marketing and development', in Bloom, P. and Gundlach, G. (eds), *Handbook of Marketing and Society*, London: Sage, pp. 486–505.
- DiFonzo, N. and Bordia, P. (2000) 'How top PR professionals handle hearsay: corporate rumours, their effects and strategies to manage them', *Public Relations Review*, 26(2): 173–190.
- Dillard, J.P. and Pfau, M. (eds) (2002) *The Persuasion Handbook: Developments in Theory and Practice*, London: Sage.
- Douglas, M. (1987) *How Institutions Think*, London: Routledge.
- Downie, R.S., Tannahill, C. and Tannahill, A. (1996) *Health Promotion Models and Values*, Oxford: Oxford University Press.
- Downing, J., with McQuail, D., Schlesinger, P. and Wartella, E. (eds) (2004) *The Sage Handbook of Media Studies*, London: Sage.
- Dozier, D. and Broom, G. (2006) The centrality of practitioner roles to public relations theory in Botan, C. and Hazleton, V. (eds), *Public relations theory II*, Mahwah New Jersey, Lawrence Erlbaum Associates.
- Dozier, D., with Grunig, J. and Grunig, L. (1995) *A Manager's Guide to Excellence in Public Relations and Communication Management*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Drucker, P. (1995) 'Introduction', in Graham, P. (ed.), *Mary Parker Follett: Prophet of Management: A Celebration of Writings from the 1920s*, Boston, MA: Harvard Business School Press, pp. 1–10.
- du Gay, P. (ed.) (1997) *Production of Culture/Cultures of Production*, London: Sage.
- du Gay, P. (2000) 'Markets and meanings: re-imagining organizational life', in Schutitz, M., Hatch, M.J. and Larsen, M.H. (eds), *The Expressive Organization*, Oxford: Oxford University Press, pp. 66–76.
- Duherich, J. and Carter, S. (2000) 'Distorted images as reputation repair', in Schutitz, M., Hatch, M.J. and Larsen, M.H. (eds), *The Expressive Organization*, Oxford: Oxford University Press, pp. 97–114.

## BIBLIOGRAPHY

- Duncan, M., Cahill, F. and Heighway, P. (2006) *Health and Safety at Work Essentials*, London: Lawpack.
- Dutta-Bergman, M.J. (2005) 'Civil society and public relations: not so civil after all', *Journal of Public Relations Research*, 17(3): 267–289.
- Edelstein, A. (1997) *Total Propaganda: From Mass Culture to Popular Culture*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Edwards, L. (2006) 'Rethinking power in public relations', *Public Relations Review*, 32(3): 229–231.
- Edwards, L. (2007) Exploring power in public relations: a Bourdieusian perspective'. Unpublished thesis. Leeds Metropolitan University.
- Egan, J. (2007) *Marketing communications*, London, Thomson.
- Eisenberg, E.M. and Goodall, H.L. (2001) *Organizational Communication: Balancing Creativity and Constraint*, Boston/New York: Bedford/St. Martin's Press.
- Eisenegger, M. (2005) 'Reputation nurturing as a core function of PR'. Conference paper delivered to International Communication Association, 26–30 May, New York.
- Ellis, N. and Bowman, P. (1963) *The Handbook of Public Relations*, London: Harrap.
- Elwood, W.N. (ed.) (1995) *Public Relations Inquiry as Rhetorical Criticism*, Westport, CT: Praegar.
- Everitt, A. and Hardiker, P., 'Towards a critical approach to evaluation' in Sidell, M., Jones, L., Katz, J., Peberdy, A. and Douglas, J. (eds), *Debates and dilemmas in promoting health: a reader* 2nd edition Basingstoke Palgrave Macmillan: 201–210.
- Ewen, S. (1996) *PR! A Social History of Spin*, New York: Basic Books.
- Ewles, L. and Simnett, I. (2003) *Promoting Health: A Practical Guide to Health Education*, London: John Wiley and Sons.
- Falkheimer, J. and Hiede, M. (2006) 'Multicultural crisis communication: towards a social constructionist perspective'. Conference Paper presented to Eighth Annual EUPRERA Congress, Strategic Communications in a Multi-Cultural Context, University of Central Lancashire, 6–9 September 2006, Carlisle, UK.
- Fawkes, J. (2006) 'Public relations, propaganda and the psychology of persuasion', in Tench, R. and Yeomans, L. (eds), *Exploring Public Relations*, Harlow: Prentice Hall, pp. 266–287.
- Featherstone, M. (1991) *Consumer Culture and Postmodernism*, London: Sage.
- Ferguson, M. (1984) Building theory in public relations: interorganizational relationships. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Gainesville, Florida.
- Fineman, S. (ed.) (1993) *Emotion in Organizations*, London: Sage.
- Finer, S.E. (1965) *Anonymous Empire: A Study of the Lobby in Great Britain*, London: Pall Mall Press.
- Fombrun, C. (1996) *Reputation: Realizing Value from Corporate Image*, Boston, MA: Harvard Business School Press.
- Fombrun, C. and van Riel, C. (2003) 'The reputational landscape', in Balmer, J.T. and Greyser, S. (eds), *Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding and Corporate-Level Marketing*, London: Routledge, pp. 223–233.
- Foucault, M. (1977) *Discipline and Punish*, London: Penguin.
- Franklin, B. (1997) *Newszak and News Media*, London: Arnold.
- Friedman, M. (1970) 'The social responsibility of business is to increase its profits', *The New York Times Magazine*, September 13.
- Frost, C. (2002) *Reporting for Journalists*, London: Routledge.
- Gandy, O. (1992) 'Public relations and public polities: the structuration of dominance in the information age', in Toth, E. and Heath, R. (eds), *Rhetorical and Critical Approaches to Public Relations*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 131–164.

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- Gard, M. and Wright, J. (2005) *The Obesity epidemic: science, morality and ideology*, London, Routledge.
- Garnham, N. (1986) 'The media and the public sphere', in Golding, P., Murdoch, G. and Schlesinger, P. (eds), *Communicating Politics: Mass Communications and the Political Process*, Leicester: Leicester University Press, pp. xxx-xxx.
- German, K. (1995) 'Critical theory in public relations enquiry', in Elwood, W.N. (ed.), *Public Relations Inquiry as Rhetorical Criticism*, Westport, CT: Praeger, pp. xxx-xxx.
- Giacalone, R. and Rosenfeld, P. (eds) (1989) *Impression Management in the Organization*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Giacalone, R. and Rosenfeld, P. (eds) (1991) *Applied Impression Management*, London: Sage.
- Giacalone, R., Rosenfeld, P. and Riordan, C. (2002) *Impression Management: Building and Enhancing Reputations at Work*, London: Thomson Learning.
- Giddens, A. (1989) *Sociology*, Cambridge, Polity Press.
- Gloag, J. (1959) *Advertising in Modern Life*, London: Heineman.
- Goffman, I. (1959) *The Presentation of Self of Everyday Life*, London: Penguin.
- Goldhaber, G.M. and Rogers, D. P. (1979) *Auditing organizational communications: the ICA audit*, Dubuque, USA. Kendall.
- Goleman, D. (1996) *Emotional Intelligence: Why it Can Matter More than IQ*, London: Bloomsbury.
- Goleman, D. (1999) *Working with Emotional Intelligence*, London: Bloomsbury.
- Gough-Yates, A. (2003) *Understanding Women's Magazines*, London: Routledge.
- Graham, P. (ed.) (1995) *Mary Parker Follett: Prophet of Management: A Celebration of Writings from the 1920s*, Boston, MA: Harvard Business School Press.
- Grant, D. and Oswick, C. (eds) (1996) *Metaphor and Organizations*, London: Sage.
- Gregory, A. (2000) *Planning and Managing Public Relations Campaigns*, London: Kogan Page.
- Grunig, J. (1992) 'Communication, public relations and effective organizations', in Grunig, J. (ed.), *Excellence in public relations and communication management*, Hillsdale New Jersey.
- Grunig, J. (ed.) (1992) *Excellence in Public Relations and Communication Management*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Grunig, J. (2001) 'Two-way symmetrical public relations: past, present and future', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 11-30.
- Grunig, J. and Grunig, L. (XX) 'Models of public relations and communication' in Grunig, J. (ed.), *Excellence in public relations and communication management*, Hillsdale New Jersey: 285-326.
- Grunig, J. and Grunig, L. (1989) *Public Relations Research Annual* (Vol. 1), Mahwah, NJ: Lawrence Erlbaum Associates.
- Grunig, J. and Grunig, L. (1990) *Public Relations Research Annual* (Vol. 2), Mahwah, NJ: Lawrence Erlbaum Associates.
- Grunig, J. and Grunig, L. (1991) *Public Relations Research Annual* (Vol. 3), Mahwah, NJ: Lawrence Erlbaum Associates.
- Grunig, J. and Grunig, L. (2004) 'Foreword', in van Ruler, B. and Vercic, D. (eds) (2004) *Public Relations and Communication Management in Europe*, Berlin: de Gruyter.
- Gurunig, J., Grunig, L. and Dozier, D. (2006) 'The Excellence Theory' in Botan, C. and Hazleton, V. (eds), *Public relations theory II*, Mahwah, New Jersey, Lawrence Erlbaum Associates.
- Grunig, J. and Hunt, T. (1984) *Managing Public Relations*, New York: Holt, Rinehart & Winston.
- Grunig, L. (1992) 'Towards a philosophy of public relations' in Toth, E. and Heath, R. (eds), *Rhetorical and critical perspectives of public relations*, Mahwah, New Jersey, Lawrence Erlbaum Associates: 65-92.

## BIBLIOGRAPHY

- Grunig, L.A., Toth, E.L. and Hon, L.C. (2001) *Women in Public Relations: How Gender Influences Practice*, New York: Guilford Press.
- Gwyn, R. (2002) *Communicating health and illness*, London, Sage.
- Habermas, J. (1989) *The Structural Transformation of the Public Sphere: An Inquiry into the Category of Bourgeois Society*, Cambridge: Polity Press.
- Hall, E. (1959) *The Silent Language*,
- Hall, E.T. (1976) *Beyond Culture*, New York: Doubleday.
- Hallahan, K. (2000) 'Inactive publics: the forgotten public in public relations', *Public Relations Review*, 26(4): 499–515.
- Hammer, M. and Champy, J. (1993) *Reengineering the corporation: a manifesto for business*, New York, HarperBusiness.
- Hammer, M. (1996) *Beyond reengineering: how the process-orientated organization is changing work and lives*, New York, HarperBusiness.
- (Hanson, E. and Eastthorpe, G. (2007) *Lifestyle in medicine*, London, Routledge.
- Harcup, T. (2004) *Journalism: Principles and Practice*, London: Sage.
- Hargie, O. and Tourish, D. (eds) (2000) *Handbook of Communication Audits for Organizations*, London: Routledge.
- Harlow, J. (2006) 'blonde from Esher in a serial killer intrigue' *The Sunday Times*.
- Harris, P. (2005) 'The management of public affairs in the UK', in Harris, P. and Fleisher, C. (eds), *The Handbook of Public Affairs*, London: Sage, pp. 86–104.
- Harris, P. and Fleisher, C. (eds) (2005) *The Handbook of Public Affairs*, London: Sage.
- Harris, P. and Harris, I. (2005) 'Lobbying in the United Kingdom' in Harris, P. and Fleisher, C. (eds), *The Handbook of Public Affairs*, London: Sage, pp. 224–246.
- Hart, S. (2003) *Marketing changes*, London, Thomson.
- Hartel, C., Kibby, L. and Pizer, M. (2004) 'Intelligent emotions management', in Tourish, D. and Hargie, O. (eds), *Key Issues in Organizational Communication*, London: Routledge, pp. 130–143.
- Hartley, J. (1994) 'Culture', in O'Sullivan, T., Hartley, J., Saunders, D., Montgomery, M. and Fiske, J. (eds), *Key Concepts in Communications and Cultural Studies*, London: Routledge, pp. 68–71.
- Hartley, J. (1994) *Postmodernism in O'Sullivan et al.*
- Hassard, J., Holliday, R. and Willmott, H. (eds) (2000) *Body and Organization*, London: Sage.
- Hastings, G. (2007) *Social marketing: why should the devil have all the best tunes?* Butterworth Heinemann Elsevier.
- Hazan, B.A. (1976) *Soviet Propaganda: A Case Study of the Middle East Conflict*, New York: John Wiley and Sons.
- Hearit, K. (2001) 'Corporate apologia: when an organization speaks in defence of itself', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 501–512.
- Heath, R. (1994) *Management of Corporate Communication*, London: Sage.
- Heath, R. (1997a) *Strategic Issues Management*, London: Sage.
- Heath, R. (1997b) '(Rejoinder) Legitimate "perspectives" in public relations practice: a rhetorical solution', *Australian Journal of Communication*, 24(2): 55–64.
- Heath, R. (ed.) (2001) *Handbook of Public Relations*, London: Sage.
- Heath, R. and Coombs, T. (2006) *Today's Public Relations*, London: Sage.
- Heath, R. and Toth, E. (eds) (1992) *Rhetorical and Critical Approaches to Public Relations*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Herbst, S. (1998) *Reading Public Opinion: How Political Actors View the Democratic Process*, Chicago: Chicago University Press.

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- Herman, E.S. and Chomsky, N. (1988) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.
- Hiebert, R. (2005) 'Commentary: new technologies, public relations, and democracy', *Public Relations Review*, 31(1): 1–9.
- Hinrichsen, C. (2001) 'Best practices in the public relations agency business', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 451–460.
- Hodges, C. (2005) 'Relaciones humanas: the potential for PR practitioners as cultural intermediaries in Mexico city'. Unpublished PhD thesis, University of Bournemouth, Bournemouth, UK.
- Hodges, C. (2006) "'PRP culture": a framework for exploring public relations practitioners as cultural intermediaries', *Journal of Communication Management*, 10(1): 80–93.
- Hofstede, G. (1984) *Culture's Consequences: International Differences in Work-Related Values*, London: Sage.
- Holtzhausen, D. (2000) 'Postmodern values in PPR', *Journal of Public Relations Research*, 12(1): 93–114.
- Holtzhausen, D. (2002a) 'Towards a postmodern research agenda for PR', *Public Relations Review*, 28(3): 251–264.
- Holtzhausen, D. (2002b) 'Resistance from the margins: the postmodern PR practitioner as organizational activist', *Journal of Public Relations Research*, 14(1): 57–84.
- Holtzhausen, D., Petersen, B., and Tindall, N. (2003) Exploding the myth of the symmetrical/asymmetrical dichotomy: public relations models in the New South Africa, *Journal of Public Relations Research* 15(4): 305–341.
- Hornik, R. (ed.) (2002) *Public Health Communication: Evidence for Behaviour Change*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Hochschild, A. K. (1983) *The Managerial Heart*, California, University of California Press.
- Howe, A., Owen-Smith, V. and Richardson, J. (2002) 'The impact of a television soap on the NHS Cervical Screening Programme in the north-west of England', *Journal of Public Health Medicine*, 24(4) 299–304.
- Huczynski, A. (2004) *Influencing within Organizations* (2nd edition), London: Routledge.
- Huczynski, A. (2006) *Management Gurus*, London: Routledge.
- Hughes, E. (1958) *Men and Their Work*, New York, The Free Press.
- Hume, D. (1980) *A Treatise of Human Nature*, Oxford: Oxford University Press.
- Hutton, J., Goodman, M., Alexander, J. and Genest, C. (2001) 'Reputation management: the new face of corporate PR?', *Public Relations Review*, 27(3): 247–261.
- Ihlen, O. (2002) 'Rhetoric and resources: notes for a new approach to public relations and issues management', *Journal of Public Affairs*, 2(4): 259–269.
- Ihlen, O. (2004a) 'Norwegian hydroelectric power: testing a heuristic for analyzing symbolic strategies and resources', *Public Relations Review*, 30(2): 217–223.
- Ihlen, O. (2004b) 'Rhetoric and resources in public relations strategies: a rhetorical and sociological analysis of two conflicts over energy and the environment', Oslo, Norway: Unipub forlag.
- Ihlen, O. (2005) 'The power of social capital: adapting Bourdieu to the study of public relations', *Public Relations Review*, 31(4): 492–496.
- Institute of Public Relations (1958) *A Guide to the Practice of Public Relations*, London: Newman Neame.
- Ismail, H. (2007) 'From managing ethnic conflict to nation-building: public relations strategies in Malaysian history'. Doctoral work in progress, University of Stirling, Scotland.



## BIBLIOGRAPHY

- Jablin, F. and Putnam, L. (eds) (2001) *The New Handbook of Organizational Communication: Advances in Theory, Research and Methods*, London: Sage.
- Jackall, R. (ed.) (1995) *Propaganda*, Basingstoke: Macmillan.
- Jackson, B. (2001) *Management Gurus and Management Fashions*, London: Routledge.
- Jahansoozi, J. (2006) 'Relationships, transparency and evaluation: the implications for public relations', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 61–92.
- Janis, I. (1972) *Victims of Groupthink: A Psychological Study of Foreign Policy Decisions and Fiascos*, Boston, MA: Houghton Mifflin.
- Janis, I. and Mann, L. (1977) *Decision Making*, New York: Free Press.
- Jefkins, F. (1977) *Planned Press and Public Relations*, London: Blackie.
- Johnson, G. and Scholes, K. (2002) *Exploring Corporate Strategy*, Harlow: Prentice Hall.
- Jones, L., Sidell, M. and Douglas, J. (eds) (2002) *The Challenge of Promoting Health*, Basingstoke: Macmillan (Open University).
- Jones, R. (2002) 'Challenges to the notion of publics in public relations: implications of the risk society for the discipline', *Public Relations Review*, 28(1): 49–62.
- Jowett, G. and O'Donnell, V. (1986) *Propaganda and Persuasion*, London: Sage.
- Kanter, R. (1995) 'Preface', in Graham, P. (ed.), *Mary Parker Follett: Prophet of Management: A Celebration of Writings from the 1920s*, Boston, MA: Harvard Business School Press, pp. xiii–xix.
- Katz, J., Peberdy, A. and Douglas, J. (2000) *Promoting Health: Knowledge and Practice*, Basingstoke: Macmillan.
- Katz, P. (1982) 'Intelligence for psychological operations', in McLaurin, R. (ed.), *Military Propaganda: Psychological Warfare and Operations*, New York: Praeger, pp. 121–154.
- Kersten, A. (1994) The ethics and ideology of public relations: a critical examination of American theory and practice in Armbrrecht, W. and Zabel, V. (eds), *Normative Aspekte der public relations*, Opladen Germany, Westdeutscher, Verlag: 109–130.
- Kimmel, A.J. (2004) *Rumors and Rumor Control: A Manager's Guide to Understanding and Combating Rumors*, Mahwah, NJ: Lawrence Erlbaum Associates.
- King, C. (2006) 'Making the case for an entertainment approach to public relations', *Public Relations Review*, 32(1): 74–76.
- Kisch, R. (1964) *The Private Life of Public Relations*, London: MacGibbon and Kee.
- Kitchen, P. (1997) *Public Relations Principles and Practice*, London: International Thomson Business Press.
- Knight, G. and Greenberg, J. (2003) 'Events, issues and social responsibility: the expanding terrain of corporate public relations', in Demers, D. (ed.), *Terrorism, Globalization and Mass Communication*, Washington, DC: Marquette Books.
- Kotler, P., Roberto, N. and Lee, N. (2002) *Social Marketing*, London: Sage.
- Krogh, G. and Roos, J. (1995) *Organizational Epistemology*, Basingstoke: Macmillan.
- Kruckeberg, D. and Starck, K. (1988) *Public Relations and Community: A Reconstructed Theory*, New York: Praeger.
- Lacey, A.R. (1976) *A Dictionary of Philosophy*, London: Routledge.
- Laing, R.D. (1974) *Self and Others*, Harmondsworth: Penguin.
- Larsson, L. (2006) 'Public relations and democracy – a Swedish perspective', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 123–143.

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- Lasswell, H. (1934/1995) 'Propaganda', in Jackall, R. (ed.), (1995) *Propaganda*, Basingstoke: Macmillan.
- Lawson, R. and William, J. (2005) 'Promoting fruit and vegetable consumption for improved health', Web journal *PRism*, Social Marketing Special Issue <http://praxis.massey.ac.nz/354> (accessed 15 December 2006).
- Lechte, J. (1994) *Fifty Key Contemporary Thinkers: From Structuralism to Postmodernity*, London: Routledge.
- Ledingham, J.A. (2000) 'Guidelines to building and maintaining strong organization–public relationships', *Public Relations Quarterly*, 45(3): 44–47.
- Ledingham, J.A. (2001) 'Government–community relationships: extending the relational theory of public relations', *Public Relations Review*, 27( ): 285–295.
- Ledingham, J.A. (2006) Relationship management: a general theory of public relations' in Botan, C.H, and Hazleton, V. (eds), *Public Relations Theory II*, New Jersey, Lawrence Erlbaum Associates: 465–484.
- Ledingham, J.A. and Bruning, S.D. (eds) (2000) *Public Relations as Relationship Management*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Ledingham, J.A., Bruning, S.D. and Wilson, L.J. (1999) 'Time as an indicator of the perceptions and behaviour of members of a key public: monitoring and predicting organization–public relationships', *Journal of Public Relations Research*, 11(2): 167–183.
- Leichty, G. (2003) 'The cultural tribes of public relations', *Journal of Public Relations Research*, 15(4): 277–304.
- Leitch, S. and Neilson, D. (2001) 'Bringing publics into public relations: new theoretical frameworks for practice', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 127–138.
- L'Etang, J. (1989) 'Doing good or looking good', *New Consumer*, Summer: 12–13.
- L'Etang, J. (1992) 'A Kantian approach to codes of ethics', *Journal of Business Ethics*, 11: 737–744.
- L'Etang, J. (1994) 'Public relations and corporate social responsibility: some issues arising', *Journal of Business Ethics*, 13: 111–123.
- L'Etang, J. (1996a) 'Public relations as diplomacy' in L'Etang, J. and Pieczka, M. (eds), *Critical Perspectives in Public Relations*, London: International Thomson Business Press, pp. 14–34.
- L'Etang, J. (1996b) 'Corporate responsibility and public relations ethics', in L'Etang, J. and Pieczka, M. (eds), *Critical Perspectives in Public Relations*, London: International Thomson Business Press, pp. 82–105.
- L'Etang, J. (1996c) 'Public relations and rhetoric' in L'Etang, J. and Pieczka, M. (eds), *Critical perspectives in public relations*, London: International Thomson Business Press, 106–123.
- L'Etang, J. (1997) 'Public relations and the rhetorical dilemma: legitimate "perspectives", persuasion, or pandering?', *Australian Journal of Communication*, 24(2): 33–53.
- L'Etang, J. (2003) 'The myth of the "ethical guardian": an examination of its origins, potency and illusions', *Journal of Communication Management*, 8(1): 53–67.
- L'Etang, J. (2004) *Public Relations in Britain: A History of Professional Practice in the 20th Century*, Mahwah, NJ: Lawrence Erlbaum Associates.
- L'Etang, J. (2005) 'Critical public relations: some reflections', *Public Relations Review*, 31(4): 521–526.
- L'Etang, J. (2006a) 'Public relations and propaganda: conceptual issues and methodological problems', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 23–40.

## BIBLIOGRAPHY

- L'Etang, J. (2006b) 'Public relations as theatre: key players in the evolution of British public relations', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 143–166.
- L'Etang, J. (2006c) 'Public relations as diplomacy', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 373–358.
- L'Etang, J. (2006d) 'Public relations and rhetoric', in L'Etang, J. and Pieczka, M. (eds), *Public relations: critical debates and contemporary practice*, New Jersey, Lawrence: Erlbaum Associates, 359–372.
- L'Etang, J. (2006e) 'Corporate social responsibility and public relations ethics', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 405–421.
- L'Etang, J., Falkheimer, J. and Lugo, J. (2007) 'Public relations and tourism: critical reflections and a research agenda', *Public Relations Review*, 33(1): 68–76.
- L'Etang, J. and Muruli, G. (2004) 'Public relations, decolonization and democracy: the case of Kenya', in Tilson, D. and Alozie, E. (eds), *Towards the Common Good: Perspectives in International Public Relations*, London: Pearson, pp. 215–238.
- L'Etang, J. and Pieczka, M. (eds) (1996) *Critical Perspectives in Public Relations*, London: International Thomson Business Press.
- L'Etang, J. and Pieczka, M. (eds) (2006) *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Lippman, W. (1991) *Public Opinion*, New Brunswick, NJ: Transaction Publishers.
- Livingstone, C. (1997) *Promoting the health of the nation*, New York, Pearson professional Ltd.
- Lloyd, H. (1963) *Teach Yourself Public Relations*, London: Hodder and Stoughton.
- Lupton, D. (1995) *The Imperative of Health: Public Health and the Regulated Body*, London: Sage.
- MacCormack, M.H. (1984) *What They Don't Teach You at Harvard Business School*, London: Collins.
- Mackey, S. (2006) 'Misuse of the term "stakeholder" in public relations', web journal *PRism*, 4(1), [http://praxis.massey.ac.nz/prism\\_on-line\\_journ.html](http://praxis.massey.ac.nz/prism_on-line_journ.html) (accessed 7 December 2006).
- Maclagen, P. (1998) *Management and Morality*, London: Sage.
- Marriott, H. (2006) 'Dress sense' *PR Week*, 15 September: 17. Quainton, D. (2006) 'The barmy Army seeks PR advice' *PR Week*, 21 July: 1.
- McElroy, M. (2002) *Resistance to Exercise: A Social Analysis of Inactivity*, Champaign, IL: Human Kinetics.
- McGuire, W.J. (1989) 'Theoretical foundations of campaigns', in Rice, R.E. and Atkin, C.K. (eds), *Public Communication Campaigns* (2nd edition), London: Sage, pp. xxx–xxx.
- McGuire, W.J. (2001) 'Input and output variables currently promising for constructing persuasive communications', in Rice, R.E. and Atkin, C.K. (eds), *Public Communication Campaigns* (3rd edition), London: Sage, pp. 22–48.
- McKay, J. (2000) *The Magazines Handbook*, London: Routledge.
- McKie, D. (2003) 'LEA = liberating expansive authorship or licensing editorial abdication?', *Public Relations Review*, 29(2): 215–219.
- McKie, D. and Munshi, D. (2005) 'Global public relations: a different perspective', Special issue. *Public Relations Review*, 30(4).
- McKie, D. and Munshi, D. (2007) *Reconfiguring public relations: ecology, equity and enterprise*, London, Routledge.

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- McLaurin, R. (ed.) (1982a) *Military Propaganda: Psychological Warfare and Operations*, New York: Praegar.
- McLaurin, R. (1982b) 'Psychological operations and national security', in McLaurin, R. (ed.), *Military Propaganda: Psychological Warfare and Operations*, New York: Praegar, pp. 1–6.
- McLuhan, E. and Zingrone, F. (eds) (1995) *Essential McLuhan*, London: Routledge.
- McNair, B. (2006) *Cultural Chaos: Journalism, News and Power in a Globalized World*, London: Routledge.
- McNally, T. (2005) 'Foreword', in Harris, P. and Fleishes, C. (eds), *The Hardstock of Public Affairs*, London: Sage, pp. xx–xx.
- McQuail, D. (2000) *McQuail's Mass Communication Theory* (4th edition), London: Sage.
- McQuail, D. and Windahl, S. (1981) *Communication Models for the Study of Mass Communication*, London: Longman.
- McQuail, D. and Windahl, S. (1993) *Communication models* 2nd edition London, Longman.
- Maibach, E. and Parrott, R. (eds) (1995) *Designing Health Messages: Approaches from Communication Theory and Public Health Practice*, London: Sage.
- Manghani, S., Piper, A. and Simons, J. (2006) *Images: A Reader*, London: Sage.
- Marchand, R. (1998) *Creating the Corporate Soul: The Rise of PR and Corporate Imagery in American Big Business*, Berkeley: University of California Press.
- Marshall, P.D. (1997) *Celebrity and Power: Fame in Contemporary Culture*, Minneapolis: University of Minnesota Press.
- Mattelcot A. and Siegelau, S. (1979) (eds), *Communication and class Struggle* New York International General.
- Meech, P. (1996) 'Corporate identity and corporate image', in L'Etang, J. and Pieczka, M. (eds), *Critical Perspectives in Public Relations*, London: International Thomson Business Press, pp. 65–81.
- Meech, P. (2006) 'Corporate identity and corporate image', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 389–404.
- Mickey, T. (2003) *Deconstructing Public Relations: Public Relations Criticism*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Miller, D. (1999) 'Mediating science: promotional strategies, media coverage, public being and decision making', in Scanlon, E., Whitelegg, E. and Yates, S. (eds), *Communicating Science Contents and Channels Reader 3*, London and New York: Routledge (in association with Open University), pp. 206–226.
- Miller, D. and Dinan, W. (2000) The rise of the PR industry in Britain 1979–1998, *European Journal of Communication* 15(1): 5–35.
- Miller, D. and Dinan, W. (2003) 'Global public relations and global capitalism', in Demers, D. (ed.), *Terrorism, Globalization and Mass Communication*, Washington, DC: Marquette Books, pp. 199–214.
- Miller, D.; Kitzinger, J., William, K. and Beharrell, P. (1998) The circuit of mass communication: media strategies, representation and audience reception in the AIDS crisis, Glasgow Media Group, London, Sage.
- Miller, G. (2002) 'On being persuaded: some basic distinctions', in Dillard, J.P. and Pfau, M. (eds), *The Persuasion Handbook: Development in Theory and Practice*, London: Sage, pp. 3–16.
- Millerson, G. (1964) *The qualifying association: a study in professionalisation*, London, Routledge and Kegan Paul.
- Moingeon, B. and Soenen, G. (eds) (2002) *Corporate and Organizational Identities: Integrating Strategy, Communication and Organizational Perspectives*, London: Routledge.

## BIBLIOGRAPHY

- Moloney, K. (2006) *Rethinking Public Relations? the spin and the substance* (2nd edition), London: Routledge.
- Morgan, G. (1989) *Creative organization theory*, London, Sage.
- Morgan, G. (1990) *Organizations in society*, London, Macmillan.
- Morgan, G. (1992) *Imaginization*, London, Sage.
- Morgan, G. (1992) 'Marketing discourse and practice towards a critical analysis', in Alvesson, M. and Willmott, H. (eds), *Critical Management Studies*, London: Sage, pp. xxx-xxx.
- Morgan, G. (1993) *Imaginization: The Art of Creative Management*, London: Sage.
- Morgan, G. (2006) *Images of Organization*, London: Sage.
- Morrish, J. (2003) *Magazine Editing: How To Develop and Manage a Successful Publication* (2nd edition), London: Routledge.
- Moss, D., MacManus, T. and Vercic, D. (eds) (1997) *Public Relations Research: An International Perspective*, London: International Thomson Business Press.
- Moss, D., Warnarby, G. and Newman, A. (2000) 'Public relations practitioner role enactment at the senior management level within UK companies', *Journal of Public Relations Research*, 12(4): 277-307.
- Motion, J. and Leitch, S. (1996) 'A discursive perspective from New Zealand: another world view', *Public Relations Review*, 22: 297-309.
- Murcott, A. (ed.) (1998) *The Nation's Diet: The Social Science of Food Choice*, London: Longman.
- Murphy, A. (2003) 'A study of the growth of the public Relations industry in Ireland, with a focus on ethics 1900-2003'. Dissertation submitted as part fulfilment of the MSc in Public Relations, University of Stirling, Scotland.
- Murray, K. and White, J. (2005) 'CEO's views on reputation management', *Journal of Communication Management*, 9(4): 348-358.
- Muruli, G.M. (2001) 'Public relations in Kenya: the missing link 1939-71'. Dissertation submitted as part fulfilment of the MSc in Public Relations, University of Stirling, Scotland.
- Myer, B. and Moors, A. (eds) (2006) *Religion, media and the public sphere*, Bloomington and Indianapolis, Indiana University Press.
- Nettleton, S. (2006) *The Sociology of Health and Illness*, Cambridge: Polity Press.
- Neuendorf, K. (2002) *The Content Analysis Guidebook*, Thousand Oaks, CA: Sage.
- Nixon, S. (2003) *Advertising Cultures*, London: Sage.
- Nixon, S. and du Gay, P. (2002) 'Who needs cultural intermediaries?', *Cultural Studies*, 16(4): 495-500.
- Noble, G. and Camit, M. (2005) 'Social marketing communication is a multicultural environment: practical issues and theoretical contributions form cross-cultural marketing', web journal *PRism*, 3(2), <http://praxis.massey.ac.uk> (accessed 15 December 2006).
- Noelle-Neumann, E. (1993) *The Spiral of Silence* (2nd edition), Chicago: University of Chicago Press.
- Oeckle, a. (1964) *Handbuch der PR: theorie und praxis der öffentlichkeitsarbeit in Deutschland und der Welt*, Munchen: Sudeentscher Verlag.
- Olsen, B. (2001) 'Media effects for public relations practice', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 269-278.
- O'Sullivan, T. (1994) 'Functionalism/structural functionalism' In O'Sullivan et al: 124-125.
- O'Sullivan, T. (1994) 'Profession', in O'Sullivan, T., Hartley, J., Saunders, D., Montgomery, M. and Fiske, J. (eds), *Key Concepts in Communication and Cultural Studies*, London: Routledge, pp. 244-246.
- Park, R.E. (1972) *The Crowd, the Public and Other Essays*, Chicago: University of Chicago Press.

---

**PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE**

---

- Parsons, P. (2004) *Ethics in Public Relations: A Guide to Best Practice*, London: Kogan Page, with Chartered Institute of Public Relations.
- Parvatiyar, A. and Sheth, J. (2000) 'The domain and conceptual foundations of relationship marketing', in Sheth, J. and Parvatiyar, A. (eds), *Handbook of Relationship Marketing*, London: Sage, pp. xxx-xxx.
- Paul, R. and Elder, L. (2004) *The Miniature Guide to Critical Thinking: Concepts and Tools*, Place: Foundation for Critical Thinking.
- Pearson, R. (1998, May) Beyond ethical relativism in public relations: co-orientation, rules and the idea of communication symmetry. Paper presented to the annual conference of the International Communication Association.
- Pearson, R. (1990) 'Ethical values or strategic values? Two faces of systems theory in public relations', in Grunig, J. and Grunig, L. (eds), *Public Relations Research Annual* (Vol. 2), Mahwah, NJ: Lawrence Erlbaum Associate, pp. 219-235.
- Peberdy, A. (2000) 'Evaluating health promotion; in Katz, J., Peberdy, A., Douglas, J. (eds), Promoting health, knowledge and practice 2nd edition Basingstoke Palgrave Macmillan: 275-325.
- Peberdy, A. (2002) 'Evaluating community action' in Jones, L., Sidell, M., and Douglas, J. (eds), The challenge of promoting health exploration and action, Basingstoke, Macmillan: 85-100.
- Peck, S. The Road Less Travelled...
- Peters, T. and Waterman, R. (1982) In search of excellence: lessons from America's best run companies, New York, Harper and Rowe.
- Pettigrew, A. (2000) 'Foreword', in Ashkanasy, N., Wilderom, C. and Peterson, M. (eds), *Handbook of Organizational Culture and Climate*, London: Sage, pp. xiii-xvi.
- Pettigrew, A., Thomas, H. and Whittington, R. (eds) (2002a) *Handbook of Strategy and Management*, London: Sage.
- Pettigrew, A., Thomas, H. and Whittington, R. (2002) 'Strategic management: the strengths and limitations of a field', in Pettigrew, A., Thomas, H. and Whittington, R. (eds), *Handbook of Strategy and Management*, London: Sage. pp. 3-30.
- Pieczka, M. (1996a) 'Public opinion and public relations', in L'Etang, J. and Pieczka, M. (eds), *Critical Perspectives on Public Relations*, London: International Thomson Business Press, pp. 54-65.
- Pieczka, M. (1996b) 'Paradigms systems theory and public relations', in L'Etang, J. and Pieczka, M. (eds), *Critical Perspectives in Public Relations*, London: International Thomson Business Press, pp. 124-156.
- Pieczka, M. (1996) Organizational culture, pop management and communication'. Conference paper presented at the 1st International Conference on Marketing and Corporate Communication, University of Keele, April.
- Pieczka, M. (1999) 'Organizational culture, pop management and communication'. Paper presented at Keele University.
- Pieczka, M. (2006a) 'Public relations expertise in practice', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 279-302.
- Pieczka, M. (2006b) "'Chemistry" and the public relations industry: an exploration of the concept of jurisdiction and issues arising', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 303-330.
- Pieczka, M. (2006c) 'Paradigms systems theory and public relations', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 331-358.

## BIBLIOGRAPHY

- Pieczka, M. (2006c) *Editorial Journal of Communication management*, 10(4): 328–329.
- Pieczka, M. (2006d) 'Public opinion and public relations', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 423–433.
- Pieczka, M. and L'Etang, J. (2001) 'Public relations and the question of professionalism', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 223–236.
- Pimlott, J.A.R. (1951) *Public Relations and American Democracy*, Princeton, NJ: Princeton University Press.
- Pirie, P. (1999) 'Evaluating community health promotion programmes basic questions and approaches', in Bracht, N. (ed.), *health promotion at the community level*, Thousand Oaks, sage: 127–135.
- Pirsig, R.M. (1989) *Zen and the art of motorcycle maintenance and enquiry into values*, Vintage: Black Swan.
- Prilietensky, I. and Nelson, G. (2002) *Doing Psychology Critically: Making a Difference in Diverse Settings*, Basingstoke: Palgrave Macmillan.
- Pringle, R. (1988) *Secretaries Talk: Sexuality, Power and Work*, London: Verso.
- Puchan, H. (2003) 'Theorising globalization and tourism', International Communications and Media, module 5.2. MSc. Public Relations, University of Stirling.
- Puchan, H. (2006) 'An intellectual history of German public relations', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 111–122.
- Pugh, D. and Hickson, D. (1989) *Writers on Organizations*, London: Penguin.
- Quainton, D. (2006) 'The Barmy Army seeks PR advice' *PR Week*, 21 July: 1.
- Rabinow, P. (ed.) (1984) *The Foucault Reader: An Introduction to Foucault's Thought*, London: Penguin.
- Rakow, L. (1989) 'information on power toward a critical theory of information campaigns', in Salmon, C. (ed.), *Information campaigns balancing social values and social change*, Newbury park, Sage: 164–184.
- Rayner, G. (2002) 'Building a UK public health movement a phoenix from the ashes?', in Adams, L., Amos, M., Munro, J. (eds), *Promoting health politics and practice*, London: Sage, 20–25.
- Rein, I., Kotler, P., Hasskin, M. and Stoller, M. (2006) *High visibility transforming your personal and professional brand 3rd edition*, New York: McGraw-Hill.
- Rice, R.E. and Atkin, C.K. (eds) (1989) *Public Communication Campaigns* (2nd edition), London: Sage.
- Rice, R.E. and Foote, D.R. (2001) 'a systems-based evaluation planning model for health communication campaigns in developing countries', in Rice, R.E. and Atkin, C. K. (eds).
- Rice, R.E. and Atkin, C.K. (eds) (2001) *Public Communication Campaigns* (3rd edition), London: Sage.
- Richards, B. (2004) 'Terrorism and public relations' *Public Relations Review*, 30(2): 169–176.
- Riffe, D., Lacy, S. and Fico, F. (1998) *Analyzing Media Messages: Using Quantitative Content Analysis in Research*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Ritzer, G. (2000) *The McDonaldization of Society*, Thousand Oaks, CA: Pine Forge Press.
- Ritzer, G. (2002) *McDonaldization: The Reader*, Thousand Oaks, CA: Pine Forge Press.
- Robbins, J.R. (1958) 'The public affairs officer', in Daugherty, W. with Janowitz, M. (eds), *A Psychological Warfare Casebook*, Baltimore, MD: Johns Hopkins University Press.
- Robertson, S. (2006) 'Nesta poaches Salt to champion sciences', *PR Week*, 9 June: 6.
- Rogers, D. (2007) 'Chelsea FC listens to its brand advisers', *PR Week*, 19 January: 19.
- Rogers, E. and Singhal, A. (1990) 'The academic perspective'. Afterward in Atkin, C. and Wallack, L. (eds), *Mass communications and public health*, Newbury park: Sage.

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- Rojek, C. (2001) *Celebrity*, London: Reaktion.
- Rosenfeld, P., Giacalone, R. and Riordan, C. (1995) *Impression Management in Organizations: Theory, Measurement, Practice*, London: Routledge.
- Rosenfeld, R.H. and Wilson, D.L. (1999) *Managing organizations*, London: McGraw Hill.
- Roth, I. (ed.) (1990) *Introduction to Psychology*, Mahwah, NJ: Lawrence Erlbaum Associates with the Open University.
- Ruby, J. (1976) 'Anthropology and film', *Quarterly Review of Film Studies*, 1(4): 436–445.
- Ruggiero, V.R. (1996a) *A Guide to Sociological Thinking*, London: Sage.
- Ruggiero, V.R. (1996b) *Becoming a Critical Thinker*, Boston, MA: Houghton.
- Russell, M. (2007) 'An education model to prepare for excellence in Public. Relations: A case study of the Syracuse University Limited Residency/Distance Learning Master's Program in Communication Management', in Toth, E. (ed.), *The future of excellence in public relations and communications management, challenges for the next generation*, Mahwah: New Jersey, Lawrence Erlbaum Associates: 601–616.
- Rycroft, C. (1972) *A Critical Dictionary of Psychoanalysis*, London: Penguin.
- Sahlin-Andersson, K. and Engwall (eds) (2002) *The Expansion of Management Knowledge*, Stanford: Stanford, CA: University Press.
- Salancik, G.R. and Meindle, J. (1984) 'Corporate attribution as strategic illusions of management control', *Administrative Science Quarterly*, 29: 238–254 (also cited in Fombrun, C. and Rindova,? (2000) 'The road to transparency: reputation management at Royal Dutch/Shell', in Schultz, M., Hatch, M.J. and Larsen, M.H. (eds), *The Expressive Organization*, Oxford: Oxford University Press, pp. 77–96).
- Salmon, C.T. (ed.) (1989) *Information Campaigns: Balancing Social Values and Social Change*, London: Sage.
- Salmon, C.T. and Murray-Johnson, L. (2003) 'Communication campaigns, effectiveness critical distinctions', in Rice, R.E. and Atking, C.K. (eds), *Public communication campaigns*, Thousand Oaks, Sage: 168–180.
- Sandman, P. (1999) 'Mass Media and environmental risk – seven principles', in Bate, R. What risk? Science, politics and public health, Butterworth Heinemann.
- Scanlon, E., Whitelegg, E. and Yates, S. (eds) (1999) *Communicating Science Contents and Channels Reader 3*, London and New York: Routledge (with Open University).
- Schein, E. (2000) 'Sense and nonsense about culture and climate', in N., Wilderom, C. and Peterson, M. (eds), Ashkanasy, *Handbook of Organizational Culture and Climate*, London: Sage, pp. xxii–xxx.
- Schlesinger, P. (1992) 'From production to propaganda?', in Scannell, P., Schlesinger, P. and Sparks, C. (eds), *Culture and Power: A Media, Culture and Society Reader*, London: Sage, pp. xxx–xxx.
- Schlesinger, P. (2006) 'Is there a crisis in British journalism?', *Media, Culture and Society*, 28(2): 299–307.
- Schlesinger, P., Miller, D. and Dinan, W. (2001) *Open Scotland? Journalists, Spin Doctors and Lobbyists*, Edinburgh: Polygon.
- Schultz, M., Hatch, M.J. and Larsen, M.H. (eds) (2000) *The Expressive Organization*, Oxford: Oxford: University Press.
- Scriven, A. and Orme, J. (eds) (2001) *Health Promotion: Professional Perspectives* (2nd edition), Basingstoke: Palgrave.
- Seale, C. (2002) *Media and Health*, London: Sage.
- Seedhouse, D. (2004) *Health Promotion: Philosophy, Prejudice and Practice* (2nd edition), Chichester: John Wiley and Sons.



## BIBLIOGRAPHY

- Senge, P. (1990) *The Fifth Discipline: The Art and Practice of the Learning Organization*, New York: Doubleday.
- Sharpe, M. and Pritchard, B. (2004) 'The historical empowerment of public opinion and its relationship to the emergence of public relations as a profession', in Tilson, D.J. and Alozie, E.C. (eds), *Toward the Common Good: Perspectives in International Public Relations*, Boston, MA: Pearson, pp. 14–36.
- Sheth, J. (2000) 'Relationship marketing: paradigm shift or shaft?', in Sheth, J. and Parvatiyar, A. (eds), *Handbook of Relationship Marketing*, London: Sage, pp. 609–620.
- Sheth, J. and Parvatiyar, A. (eds) (2000) *Handbook of Relationship Marketing*, London: Sage.
- Shoemaker, P.J. (1991) *Gatekeeping: Communication Concepts 3*, Newbury Park, CA: Sage.
- Showalter, A. and Fleisher, C. (2005) 'The tools and techniques of public affairs', in Harris, P. and Fleisher, C. (eds), *The Handbook of Public Affairs*, London: Sage, pp. 109–122.
- Sidell, M., Jones, L., Katz, J., Peberdy, A. and Douglas, J. (eds) (2003) *Debates and Dilemmas in Promoting Health: A Reader*, Basingstoke: Macmillan.
- Signitzer, B.H. and Coombs, T. (1992) 'Public relations and public diplomacy: conceptual convergences', *Public Relations Review*, 18(2): 137–149.
- Signitzer, B.H. and Wamswer, C. (2006) 'Public diplomacy: a specific governmental public relations function', in Botan, C.H. and Hazleton, V. (eds), *Public Relations Theory II*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 435–464.
- Smith, D. (2006) 'Crisis management – practice in search of a paradigm', in Smith, D. and Elliott, D. (eds), *Key Readings in Crisis Management: Systems and Structures for Prevention and Recovery*, London: Routledge, pp. 1–14.
- Smith, G. (2005) 'A few good men: gender balance in the Western Australian public relations industry', web journal *PRism* <http://praxis.massey.ac.nz> (accessed 15 December 2006).
- Smith, M. and Ferguson, D. (2001) 'Activism', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 291–310.
- Snyder, L.B. (2003) How effective are mediated health campaigns? In rice, R.E. and Atkin, C.K. (eds), *Public communication campaigns*, Thousand Oaks, Sage: 181–192.
- Solomon, R. (1994) *Above the Bottom Line: An Introduction to Business Ethics*, Fort Worth, TX: Harcourt Brace.
- Somerville, I. (2001) 'Business ethics, public relations and corporate social responsibility', in Theaker, A. (ed.), *The Public Relations Handbook*, London: Routledge, pp. 131–144.
- Springston, J. and Lariscy, R.A. (2003) 'Health as profit: public relations in health communications', in Thompson, T., Dorsey, A., Miller, K. and Parrott, R. (eds), *Handbook of Health Communication*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. xxx–xxx.
- Sriramesh, K. and Vercic, D. (2004) *The Global Public Relations Handbook: Theory, Research, and Practice*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Starck, K., and Kruckeberg, D. (2001) 'Public relations and community a reconstructed theory revisited', in Heath, R. (ed.), *Handbook of Public Relations* Mahwah: New Jersey, Sage.
- Stewart, L. (1988) 'Women in foundation and corporate PR', *Public Relations Review*, 14(3) xxx–xxx.
- Steyn, B. (2007) Contributions of public relations to organizational strategy formulation in Toth, E. (ed.), *The future of excellence and communication management challenges for the next generation Festschrift*. Mahwah New Jersey, Lawrence Erlbaum Associates: 137–172.
- Stroh, U. (2007) An alternative postmodern approach to corporate communication strategy in Toth, E. (ed.), *The future of excellence and communication management: challenges for the next generation, Festschrift*. Mahwah New Jersey, Lawrence Erlbaum Associates: 199–220.

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- Sung, M. (2007) Toward a model of scenario building from a public relations perspective in Toth, E. (ed.), *The future of excellence and communication management challenges for the next generation*, Festschrift. Mahwah New Jersey, Lawrence Erlbaum Associates: 173–198.
- Sullivan, A. (1965) 'Toward a philosophy of public relations images', in Lerbinger, O. and Sullivan, A. (eds), *Information influence and communication a reader in public relations*, New York, Basic Books: 240–249.
- Surma, A. (2005) *Public and Professional Writing: Ethics, Imagination and Rhetoric*, Basingstoke: Palgrave Macmillan.
- Surma, A. (2006a) 'The rhetoric of reputation: vision not visibility', web journal *PRism*, 4(1), [http://praxis.massey.ac.nz/prism\\_on\\_line\\_journ.html](http://praxis.massey.ac.nz/prism_on_line_journ.html) (accessed 18 December 2006).
- Surma, A. (2006b) 'Challenging unreliable narrators: writing and public relations', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 41–60.
- Szyszk, P. (2005) 'Social trust and functional transparency as key terms of an organizational PR approach',. Conference paper presented to International Communication Association, 26–30 May, New York.
- Taylor, M. (2000) 'Towards a public relations approach to nation building', *Journal of Public Relations Research*, 12(2): 179–210.
- Taylor, P.M. (1997) *Global Communications, International Affairs and the Media since 1945*, London: Routledge.
- Tench, R. and Yeomans, L. (eds) (2006) *Exploring Public Relations*, Harlow: Prentice Hall.
- Thompson, J. with Martin, F. (2005) *strategic management awareness and change 5th edition*, London: Thomson.
- Tilley, E. (2005) 'What's in a name? Everything. The appropriateness of "public relations" needs further debate', web journal *PRism*, <http://praxis.massey.ac.nz> (accessed 12 December 2006).
- Tilson, D.J. and Alozie, E.C. (eds) (2004) *Towards the Common Good: Perspectives in International Public Relations*, Boston, MA: Pearson.
- Toledano, M. (2005) 'Public relations in Israel: the evolution of public relations as a profession in Israel's changing political, socio-cultural and economic environment'. Unpublished thesis, University of Paris 8, France.
- Toledano, M. (2005) challenging accounts public relations and a tale of two revolutions, *Public Relations Review*, 31: 463–470.
- Tompkins, P. and Wanca-Thibault, M. (2001) 'Organizational communication: prelude and prospects', in Jablin, F. and Putnam, L. (eds), *The New Handbook of Organizational Communication: Advances in Theory, Research and Methods*, London: Sage, pp. xvii–3.
- Tones, K. (2001) 'Health promotion: the empowerment imperative', in Scriven, A. and Orme, J. (eds), *Health Promotion: Professional Perspectives* (2nd edition), Basingstoke: Palgrave Macmillan.
- Toth, E. (2002) 'Postmodernism for modernist PR: the cash value and application of critical research in PR', *Public Relations Review*, 28(3): 243–250.
- Toth, E. (2006) 'On the challenge of practice informed by theory', *Journal of Communication Management*, 10(1): 110–111.
- Toth, E. and Aldoory, L. (2001) *The Gender Challenge to Media*, Cresshill, NJ: Hampton Press.
- Toth, E. and Heath, R. (eds) (1992) *Rhetorical and Critical Approaches to Public Relations*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Tourish, D. and Hargie, O. (2004) *Key Issues in Organizational Communication*, London: Routledge.

## BIBLIOGRAPHY

- Traverse-Healy, T. (1994) 'Public relations: rationale and methodology', Lecture No. 3:10 given to the MSc. in Public Relations while Visiting Professor.
- Tulloch, J. and Lupton, D. (2003) *Risk and Everyday Life*, London: Sage.
- Tunstall, J. (1964) *The Advertising Man in London Advertising Agencies*, London: Chapman and Hall.
- Tunstall, J. (1983) *The Media in Britain*, London: Constable.
- Turner, B.S. (1987) *Medical power and social knowledge*, London: Sage.
- Turner, G. (2004) *Understanding Celebrity*, London: Sage.
- Tye, L. (1998) *The Father of Spin: Edward L. Bernays and the Birth of Public Relations*, New York: Crown.
- van Dijk, T. (ed.) (1997a) *Discourse as Social Interaction*, London: Sage.
- van Dijk, T. (ed.) (1997b) *Discourse as Structure and Process*, London: Sage.
- van Riel, C.B.M. and Fombrun, C.J. (2007) *Essentials of corporate communication*, Abingdon: Routledge.
- van Ruler, B. (2005) 'Commentary: professionals are from Venus, scholars are from Mars', *Public Relations Review*, 31(2): 159–173.
- van Ruler, B. and Vercic, D. (eds) (2004) *Public Relations and Communications Management in Europe*, Berlin: de Gruyter.
- van Ruler, B., Vercic, D., Butschi, G. and Flodin, B. (2004) 'A first look for parameters of public relations in Europe', *Journal of Public Relations Research*, 16(1): 35–63.
- van Slyke Turk, J. and Wright, D. (2007) Public relations knowledge and professionalism: challenges to educators and practitioners in Toth, E. (ed.), *The future of excellence and communication management: challenges for the next generation*, Festschrift. Mahwah New Jersey, Lawrence Erlbaum Associates: 571–588.
- Vasquez, G. and Taylor, M. (2001) 'Research perspectives on "The public"', in Heath, R. (ed.), *Handbook of Public Relations*, London: Sage, pp. 139–154.
- Vollmer, H.M. and Mills, D.L. (1996) *Professionalisation* Englewood Cliffs Prentice Hall.
- Wallack, L. (1990a) 'Improving health communication' media advocacy and social marketing approaches' in Atkin, C. and Wallack, L. (eds), *Mass communications and public health*, Newbury Park, Sage: 41–51.
- Wallack, L. (1990b) 'Improving health promotion: media advocacy and social marketing approaches', in Atkin, C. and Wallack, L. (eds), *Mass communications and public health*, Newbury Park, Sage: 147–163.
- Wallack, L., Darfman, L., Jernigan, D. and Themba, M. (1993) *Media Advocacy and Public Health*, London: Sage.
- Wallack, L. and Dorfman, L. (2001) 'Putting policy into health communication: the role of media advocacy' in Rice, R.E. and Atkin, C.K. (eds), *Public communication campaigns 3rd edition* Thousand Oaks Sage: 389–402.
- Watson, P. (1978) *War on the Mind: The Military Uses and Abuses of Psychology*, London: Hutchinsons.
- Weaver, K., Motion, J. and Roper, J. (2006) 'From propaganda to discourse (and back again): truth, power and public relations', in L'Etang, J. and Pieczka, M. (eds), *Public Relations: Critical Debates and Contemporary Practice*, Mahwah, NJ: Lawrence Erlbaum Associates, pp. 7–22.
- Webster, F.E. (2002) 'The role of marketing and the firm', in Weitz, B.A. and Wensley, R. (eds), *Handbook of Marketing*, London: Sage, pp. xxx–xxx.
- Wehmeier, S. (2006) 'Dancers in the dark: the myth of rationality in public relations', *Public Relations Review*, 32(3): 213–220.

## PUBLIC RELATIONS CONCEPTS, PRACTICE AND CRITIQUE

- Weitz, B.A. and Wensley, R. (eds) (2002) *Handbook of Marketing*, London: Sage.
- Werbner, D. (2006) 'Camden urges locals to utilise their vote' *PR Week*, 30 June: 21.
- Wernick, A. (1991) *Promotional Culture: Advertising Ideology and Symbolic Expression*, London: Sage.
- West, R. (1963) *PR: The Fifth Estate*, London: Mayflower Books.
- Wetherell, M., Taylor, S. and Yates, S. (2001a) *Discourse Theory and Practice*, London: Sage.
- Wetherell, M., Taylor, S. and Yates, S. (2001b) *Discourse as Data*, London: Sage.
- Wilson, J. (1996) *Understanding Journalism: A Guide to Issues*, London: Routledge.
- Wilson, P.A. (1937) 'Public relations departments', in Plant, A. (ed.) *Some Modern Business Problems*, London: Longmans, pp. 132–133.
- Windahl, S. and Signitzer, B., with Olsen, J.T. (1992) *Using Communication Theory: An Introduction to Planned Communication*, London: Sage.
- W.M. Kellogg Foundation (2005) *From Ideas to Action*, Peoria, IL: W.M. Kellogg Foundation.
- Wolf, W.R. (1974) *The Basic Barnard: An Introduction to Chester I. Barnard and His Theories of Organization and Management*, Ithaca, NY: Cornell University Press.
- Woodall, T. and Constantine, S. (2003) *What Not to Wear for Every Occasion*, London: Weidenfeld & Nicolson.
- Woodward, K. (ed.) (1997) *Identity and Difference*, London: Sage (with Open University).
- Wright, J. (1991) *Terrorist Propaganda: The Red Army Faction and the Provisional IRA 1968–86*, Basingstoke: Macmillan.
- Wright, S. (ed.) (1994a) *Anthropology of Organizations*, London: Routledge.
- Wright, S. (1994b) "'Culture" in anthropology and organizational studies', in Wright, S. (ed.), *Anthropology of Organizations*, London: Routledge. pp. 1–34.
- Zaner, R. and Engelhardt, H. (1973) *The Structures of the Lifeworld*, Evanston, IL: North Western University Press.
- Zelitzer, B. (2005) 'The culture of journalism', in Curran, J. and Gurevich, M. (eds), *Mass Media and Society* (4th edition), London: Hodder Arnold, pp. 198–214.
- PR Week*, 11 March 2004
- PR Week*, 11 March 2005
- PR Week*, 9 June 2006
- PR Week*, 16 June 2006
- PR Week*, 23 June 2006
- PR Week*, 'The next generation', 30 June 2006: 23–29
- PR Week*, 21 July 2006
- PR Week*, 27 October 2006
- PR Week*, 3 November 2006
- PR Week*, 17 December 2006 or 2005
- PR Week*, 27 November 2006