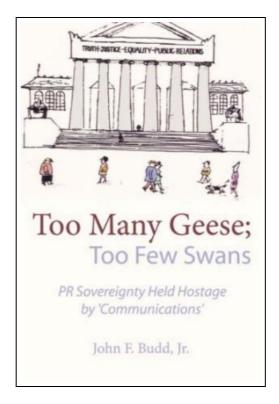
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TOO MANY GEESE; TOO FEW SWANS: PR SOVEREIGNTY HELD HOSTAGE BY COMMUNICATIONS (HARDBACK)



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AUTHORHOUSE, United States, 2008. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. What critics say about . . Geese vs. Swans. . . corporate America is being denied the potential benefits of public relations, of which they may be unaware, because of the travesties committed in its name by communicators who euphemistically see themselves as counselors, arousing the ire of a wise and experienced John Budd who challenges CEOs to raise the bar on advisors, introducing the role of corporate public diplomacy. Chester Burger, founder/chairman, PRSA s College of Fellows*; Founder/chairman, Chester Burger Co. In crisp and forceful and pungent language John Budd contrasts the proper goals of the craft of PR with the realities of current performance. and urges communication consigliores to change their ways and avoid even the appearance of spin. but he s not sanguine this is either feasible or possible. Robert Hogan, former chairman, psychology department, University of Tulsa; author of Personality and the Fate of Organizations This brief book is bold, iconoclastic, and on the mark. Budd chronicles and critiques the devolution of forward-looking public relations counseling to its present response-to-daily polls marketing and post-factum spin doctoring. He does so with verve and with wisdom gained from his life-long practice in the trenches. Robert Jackall, sociologist, Williams College; author of Moral Mazes, The World of Corporate Managers and Image Makers As always from John Budd, sensible, smart advice, crisply presented. Thoughtful but easy to read - and enjoyable. Dr. Charles Elson, director, Corporate Governance, University of Delaware Our corporate Socrates is back. this time encouraging communicators to abandon the folly of being PR counselors and focus on promoting and marketing which they do extremely well. simultaneously charging CEOs to find the intellectual advisors needed to better cope with the...



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