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The Military and Public Relations - Issues, Strategies and Challenges

By Col (Rtd) John Adache Phd

AUTHORHOUSE, United States, 2014. Paperback. Book Condition: New. 279 x 210 mm. Language: English . Brand New Book ***** Print on Demand *****.Public Relations practice, its approaches and methods have become widely and deeply entrenched in business, government and in many other complex organizations especially in the developed nations of the world. In same manner, its relevance and utility as tool of institutional promotion have equally come to be appreciated in the Armed Forces. The text therefore, within context of the evolution, growth and development of the broad discipline of Public Relations appropriately situates its practice in the military. It articulates and highlights in-depth, the many aspects to public relations practice in the armed Forces drawing examples extensively from especially the experiences of the United States and UK Armed Services. Divided into Four Parts, the book examines the role of the Military in society and traces the evolution of modern public Relations and its development in the military. Under Public Relations Principles, Approaches and Practice, it analyses the role and function of public relations in the interface of military and society, and further highlight the purpose of military public relations, its targets, strategies and tactics. It examines Public Relations practice...



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