



Reconfiguring Public Relations: Ecology, Equity and Enterprise (Routledge Advances in Management and Business Studies)

David McKie, Debashish Munshi

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This book reconfigures the field of public relations so that it can better engage with the changing world of the 21st century. It identifies the virtual absence of contemporary theories that are core in other disciplines and fills the gap by integrating critical, postmodern, poststructural, postcolonial and other relevant theories into public relations.

Reconfiguring Public Relations reenergises thinking about diversity through equity and in terms of business enterprise and environmental sustainability. It makes the case for more equitable diversity strategies in an era of increasing globalisation and establishes their relevance to organisational identity and core values. The book clarifies the present by taking a look back at the past and projecting forward to possible futures, including scenarios.

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