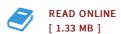




## The Smell of Money (Paperback)

By Gene Munger

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English. Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*. This book presents the public relations and community outreach challenges of a public relations manager at an oil refinery. These challenges are also present at any manufacturing facility that is adjacent to a neighborhood or commercial area. It features a young public relations manager s efforts to deal with a reluctant refinery manager who has little interest in having a plan that better explains the operation to those stakeholders and offers a series of plant tours and community activities with plant personnel. Due to a series of operational incidents and upsets that occur at the refinery that causes the neighborhood, city and media to question the refinery s ability to operate in a safe and responsible manner. Unless there is improvement, the community threatens to force the refinery to close. In a series of these public relations crises, the public relations manager s ability to deal with them creates a better understanding and appreciation for his plans to bring the refinery management practices and the community together as cooperative partners rather as hostile opponents. A torrid and intimate relationship with...



## Reviews

A fresh e-book with a brand new point of view. It really is packed with knowledge and wisdom Its been designed in an exceedingly simple way and is particularly simply following i finished reading this publication through which actually modified me, alter the way i really believe.

-- Bernhard Russel

This ebook will be worth acquiring. It is actually writter in basic phrases instead of hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Trystan Yundt