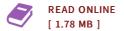


Too Many Geese; Too Few Swans: PR Sovereignty Held Hostage by communications (Paperback)

By John F. Budd Jr.

AUTHORHOUSE, United States, 2008. Paperback. 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...



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Createspace, United States, 2015. Paperback. Book Condition: New. Apoorva Dingar (illustrator). Large Print. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****.Klara is a little different from the other cows, because she has a very special...

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Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Fifty Years Hence is a quasi-fictional work by Robert Grimshaw, a professional engineer, with the intent of making a...

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Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...