



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 consiglores 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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