

Introduction

This volume represents a quantum leap for public relations. It takes readers from the insular “world” of western communication management into a truly global, truly diverse understanding of what it means to do public relations.

Guiding us on this journey are some of the best-known and most respected scholars in the field. Joining them are some of our brightest, newest luminaries —those we will be proud to say we were reading “back in the day.” Their cultures are as diverse as India, South Africa, the United States, Italy, Chile, Portugal, Egypt, the United Kingdom, Germany and Spain. What they share is a concern, even a passion, for making public relations more effective and more ethical.

To take us there, to a higher and more inclusive plane, these scholars study public relations roles, event marketing, customer relationships, sporting events as driver of cultural change, public and grassroots diplomacy, and the multi-national Excellence theory of public relations. Their topics are as timeless as doing international public relations and as timely as Barack Obama. Their approach to research is equally varied: rhetorical, managerial, comparative, policy-oriented and political.

These articles, however, transcend genre labels. Each deserves to be recognized for what it is: first-rate research by first-rate scholars who are conducting highly personal inquiries that still manage to resonate beyond their own interests. Each is impressive in its own right. The collection, though, is remarkably consistent and, at the same time, provocative.

Together the work of these authors reflects a very real shift

in public relations research and practice, from the technical to the strategic... from the West to the world... and from a journalistic, top-down mentality to real relationship-building.

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