

digital public relations

editors

Ahmet KALENDER – Nilüfer CANÖZ
Ü.Özlem ÇERÇİ – Kadir CANÖZ

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digital public relations

Public relations emerged with the efforts of people to live together and to influence each other and gradually became systematized over time. In particular, the efforts of organizations and managers to establish and maintain a relationship with the public based on two-way communication and mutual understanding have played an important role in the development of public relations. One of the most important factors that cannot be ignored in this development is communication technologies. Public relations has benefited from the communication tools and methods unique to each era and has rapidly adapted them to its own structure.

This book contains 16 studies on digital public relations and its various application areas. These cover topics such as tools in digital public relations, artificial intelligence, internal communication, real-time interaction applications, corporate image, corporate social responsibility, lobbying, crisis communication, corporate advertising, reputation management, and sustainability. The chapter authors have evaluated the aforementioned topics within the context of digital communication.

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