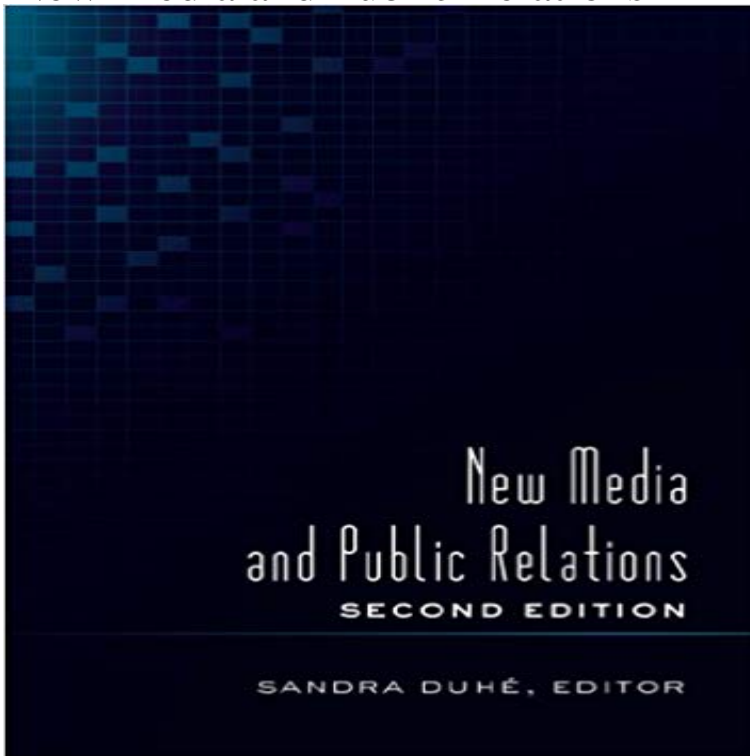


New Media and Public Relations



The second edition of *New Media and Public Relations* captures how the extraordinary global adoption of social media in recent years has changed the way organizations and the public relate to one another. Scholars from around the world provide intriguing insights into how constantly emerging technologies require organizations to be interactive and authentic in virtual environments where control and creation of messages is a shared process. New theoretical perspectives are offered, along with case studies and practical suggestions for using online venues in corporate, charitable, political, cause advocacy, religious, health, university, and crisis settings. Although a number of authors from the first edition have returned to contribute to the second edition, the content of each chapter is entirely new.

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