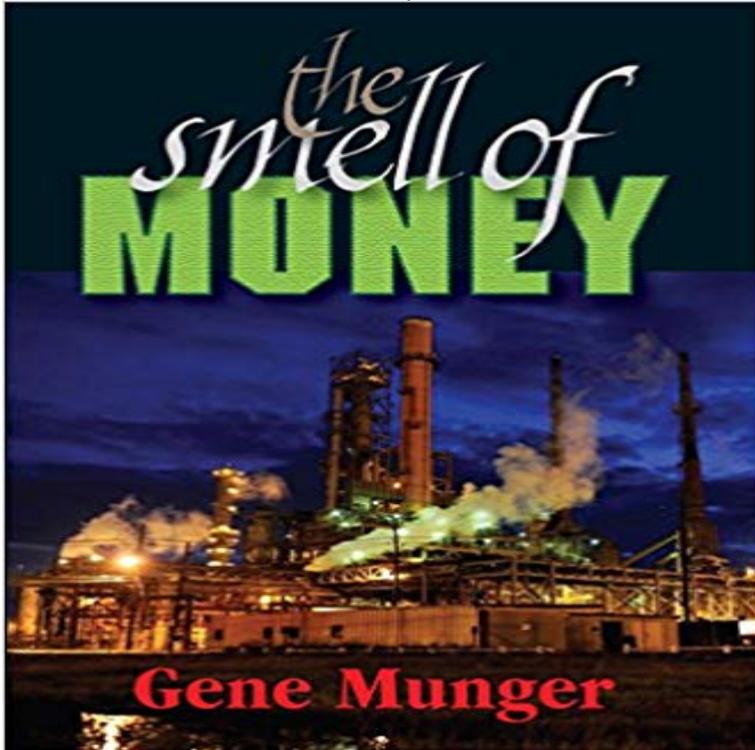


The Smell Of Money



This book presents the public relations and community outreach challenges of a public relations manager at an oil refinery.

These challenges are also present at any manufacturing facility that is adjacent to a neighborhood or commercial area. It features a young public relations managers efforts to deal with a reluctant refinery manager who has little interest in having a plan that better explains the operation to those stakeholders and offers a series of plant tours and community activities with plant personnel. Due to a series of operational incidents and upsets that occur at the refinery that causes the neighborhood, city and media to question the refinerys ability to operate in a safe and responsible manner. Unless there is improvement, the community threatens to force the refinery to close. In a series of these public relations crises, the public relations managers ability to deal with them creates a better understanding and appreciation for his plans to bring the refinery management practices and the community together as cooperative partners rather as hostile opponents. A torrid and intimate relationship with a local reporter brings on an awakening of his previous conservative lifestyle and helps him deal with his ongoing inner struggles about either continuing in a public relations career or returning to journalism.

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